

The NATIONAL UNDERWRITER

Making Friends . . . with the  Fieldmen



JOHN S. ALBERT
Regional Manager



WILLIAM BOZYM



DAVID E. BEARDSLEY



JOHN J. BYDER



MYRON R. CLARK



H. NEAL LYNCH



RICHARD J. BUCK

THE MICHIGAN "7"

These are the seven Fire Association-Reliance Fieldmen serving the State of Michigan.

They operate from field offices in Grand Rapids, Flint, Detroit, and Wausau, Wisconsin.

Their job is a simple one: to be of more service to more agents in more ways than expected.

And they do their job well, as letters and comments from agents in their territories show.

Like all Fire Association-Reliance Fieldmen, these men are thoroughly schooled in all phases of insurance. They are trained to attune themselves to conditions within their agents' localities. They have the authority to make time-saving, on-the-spot decisions. They are willing and capable of working with agents and their clients around the clock.

And not the least of their most appreciated attributes is an intangible one we often overlook. It's called friendliness. The companies which train the Fire Association-Reliance Fieldmen will never grow too large for family feeling, nor lose their high regard for personal relationships.

A genuinely nice person, with top-notch ability. That's the combination which describes your Fire Association-Reliance Fieldman. It's a pleasure to work with him, and it's mighty good business. Have a talk with him soon.

HEAD OFFICE: 401 Walnut St., Philadelphia 6, Penna.
Branches in Atlanta, Chicago, Dallas, New York, San
Francisco, Toronto. Claims and Settling Agents through-
out the world.



Fire Association —
 **Reliance**

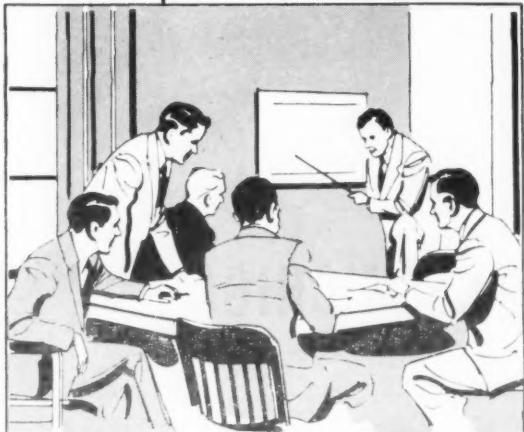
INSURANCE COMPANIES OF PHILADELPHIA

Property and Casualty Insurance

THURSDAY, AUGUST 26, 1954

AMICO

represents
PUBLIC
SAFETY
PROJECTS



Through the years, AMICO has contributed to public and industrial safety through its agents and . . .

CENTRAL AUTOMOBILE SAFETY COMMITTEE—meets every month to study accident causes and guard against recurrence.

LIFE SAVING AWARDS—are presented to those employees of policy-holders who, through quick thinking and accident prevention practices, save another's life.

KEMPER FOUNDATION FOR TRAFFIC SAFETY—contributes financially for the training of outstanding municipal policy traffic officers at the Traffic institute, Northwestern university.

These are among the public safety projects that have gained recognition for AMICO and its representatives nationwide.

AMICO

American MOTORISTS INSURANCE COMPANY

James S. Kemper, chairman

Sheridan Road at Lawrence Avenue, Chicago 40

H. G. Kemper, president

The NATIONAL UNDERWRITER

The National Weekly Newspaper of Fire and Casualty Insurance

58th Year, No. 34
August 26, 1954

Ideas and Practices Which Allstate Will Follow in Fire Are Set Forth

Letter Accompanying a State Filing Gives Company's Opinion of Rating Bureaus, Shows How It Will Apply Ideas from Success in Auto to Save on Acquiring, Handling Business

The following letter gives in detail the conception of Allstate of the fire business, in which it is now engaged, and specifies how it will apply the principles and practices with which it has been so successful in the automobile insurance field to the handling of fire insurance on dwelling units. The letter was written by an executive of Allstate to the head of the insurance department of one of the states in explanation of its filing for entry into the fire field in that jurisdiction. The same letter has been written to several states where Allstate has applied for authority to write fire.

The letter calls attention to the savings the company expects to realize by confining its writings to dwelling units, by not joining the rating bureaus, by streamlining procedures as it has done in the automobile field, by paying 15 and 6.5% commissions, etc. It indicates its belief that it will save on losses as well as expenses, compared with bureau companies, on this class, but it confines its 20% reduction from the bureau 5-year rate per year (Allstate calls the bureau annual "phantom" rate) to the expense saving. Though the rate deviation is generally 20%, it is known that in certain territories, the company's reduction from bureau rates is greater, in Philadelphia, for example, it is 27% and in Nebraska on household contents it is 40%.

The letter follows:

This is the initial filing of the Allstate Ins. Co. of rules, rates and forms for the writing of fire and related forms of insurance on dwellings and household goods.

Our original entry into this field was planned for 1941, a manager was employed and we were in process of preparing our forms and procedures when the outbreak of war compelled us to defer any further action. Following is the background upon which we have based our various decisions.

As you probably know we now have 2.25 million automobile policyholders countrywide. Practically all of these are individual owners of private passenger cars. Almost from the day we started in business we have had a constant and increasing number of requests to accept insurance on the houses and home furnishings of these policyholders.

We believe that we have built up one of the outstanding reputations in the industry for prompt and fair claim settlements and that this has done much to prompt these requests. In addition, only a few of our policyholders are clients of or even acquainted with agents of other companies. Naturally they have inquired of us when needing fire insurance. Finally our agents have vigorously requested this action, both

as a source of added income and as added service to their policyholders. Our entry into their field is limited to the dwelling and contents risks for two reasons. Our natural market is the individual and not the business man or corporation. These latter have well developed insurance service, they are a market for all lines of insurance, not merely automobile and residence fire.

Secondly, we were forced to consider our agency plant. Our standards are high and newly employed agents are carefully and thoroughly trained in our branch offices before being placed in the field. It is obviously impractical to call all these men back in for another two weeks of training. But there would be no alternative were we to ask them to learn the whole field of fire insurance. It is not to the public's.

(CONTINUED ON PAGE 17)

More States Approve CDP, Dwelling Forms

Oklahoma has approved the comprehensive dwelling policy recommended by Interbureau Insurance Advisory Group. Maine, Vermont, Connecticut and Kentucky have approved the all physical loss form of Inter-Regional Insurance Conference, effective Aug. 16. Ohio and Rhode Island have okayed it effective Aug. 23, and it can be used in Indiana beginning Aug. 30. Rhode Island has approved the specified perils broad form of IRIC for dwelling buildings and contents, effective Aug. 23, a form approved in the other six states in July.

Interbureau's CDP now is authorized for use in Connecticut as of Aug. 18, Illinois, Indiana, Maryland and Maine, Sept. 1, Maryland Aug. 18, New York Aug. 11, and Oklahoma and Tennessee Aug. 25.

Many Features of NAIA Program in Chicago Are Ready

Several additional features have been set for the annual convention in Chicago Oct. 4-6 of National Assn. of Insurance Agents. At the closing General session C. Hamilton Moses, chairman of Arkansas Power & Light Co. and a prominent business and civic leader in that region, will talk. He is an exponent of free enterprise.

On Tuesday a forum will develop sales techniques of use to local agents. William W. Ellis, field supervisor of Aetna Casualty, will discuss salesmanship in general, followed by a sales panel on inland marine, fidelity and surety and A&H. The panel will cover subjects the NAIA agency cost study showed to be smallest in premium volume in the agencies studied. J. Kenneth Cormack, Providence, chairman of the fidelity and surety committee, will handle selling in that field, and Albert H. Wohlers, manager A&H department of Youngberg-Carlson, Chicago, will treat A&H sales.

Tuesday afternoon will continue the sales discussion with time element coverages the subject of C. E. Johnson, executive special agent of New York Underwriters in the south, Atlanta. A. T. Persson, president of Toplis & Harding, Wagner & Glidden, Chicago, will review loss adjustment procedures under time element forms. The day will end with a discussion of survey selling.

There will be a panel on general liability, which will emphasize sales of the comprehensive policy, the farmer's comprehensive and storekeeper's.

Entertainment for the ladies has been fully planned. It will include a tea and style show at Marshall Field's, a luncheon and entertainment at Tam O' Shanter Country Club.

The Purdue glee club will appear on the program following the annual banquet, and America Fore will sponsor the reception following the banquet and entertainment.

Late News Bulletins . . .

Texas City Bill Dies in Congress

WASHINGTON—The House and Senate failed to confer on their considerably different bills to pay Texas City explosion claims, and the legislation is kaput this session. Each passed a bill.

The House measure empowered the army secretary to investigate and pay claims including the very substantial subrogation claims of insurers. The Senate eliminated any chance of insurers getting a return on the sums they paid out and empowered the army secretary only to investigate claims and make recommendations to Congress, which then would have had to adopt legislation to effect payment.

Reese of Royal-Liverpool Retiring

Austin G. Reese, state agent of Royal-Liverpool in Louisiana, is retiring after 41 years with the companies. He joined the group in 1913 as an assistant examiner in the New Orleans loss department. After war service he returned to New Orleans, as superintendent and chief clerk in the automobile department of the L. & L. & G. In 1927 when the New Orleans office was moved to New York, he transferred there for a year. He was appointed assistant state agent

(CONTINUED ON PAGE 24)

Whitfield Wyo. Agents President; Zebre Elected V-P

Sheridan Convention Draws Best Attendance, Features Panel Sessions

SHERIDAN, WYO.—R. H. Whitfield, Torrington, was elected president of Wyoming Assn. of Insurance Agents at its annual convention here. He succeeds E. G. Jackson of Laramie. Registration of 190 local agents, insurance company representatives and wives made the meeting the largest ever.

Emil Zebre, Torrington, was elected 1st vice-president; Max Hursh, Riverton, 2nd vice-president, and Guy Tweed, Casper, secretary.

The program featured extensive staging of panel discussions with excellent results and response. Joseph Neumann, Jamaica, L. I., vice-president of NAIA was a special guest and speaker. Others on the program included Ford S. Taft, Wyoming commissioner; M. L. Burg, Billings, Mont., agent; H. E. Zullig, Sheridan, who recently celebrated 55 years as a local agent. Guy W. Engle, Casper, state national director, delivered a comprehensive report. There were no resolutions of consequence.

The association voted again to give two insurance scholarships at the University of Wyoming. The 1955 convention will be held at Laramie.

Two Plane Crashes In Two Days, KLM, Braniff

The KLM Dutch airliner, a DC-6-B whose replacement cost runs more than \$1,250,000, crashed and sank in the North Sea off the Dutch Coast with the loss of all 12 passengers and crew of nine. It was on a scheduled flight from New York to Amsterdam. Insurance is in the London market.

The London market also is involved substantially in the crash near Mason City, Ia., the day before the KLM crash, of a Braniff Airlines DC-3. It was caught in a storm and crashed on a farm, apparently after hitting a power line. Eleven of the 19 persons aboard were killed. Braniff is insured in Aero Associates and in the London market. The hull replacement cost is estimated at \$50,000 to \$75,000. Iowa does not have a statutory death limit. As in New York, there is no dollar ceiling on wrongful deaths.

The Braniff crash was its first accident since 1939 involving fatal injury to passengers, which is believed to be an unsurpassed record. The airline places its insurance through the Stewart, Smith organization in the United States and London.

In the aviation field airline crashes are said to occur in threes, and underwriters hope this is so. There have been three airline crashes in August. The other was that of Air France which occurred in Connecticut early in the month.

Fireman's Fund Issues Rosy Report for First 6 Months

Fireman's Fund and its subsidiaries reported for the six months ended June 30 net earnings after taxes of \$2,94, as against \$1,74 a share in the first half of last year.

Net premium writings totaled \$96,061,000 as compared with \$74,111,000. Underwriting profit was \$5,804,000, and the unearned premium reserve increase was \$8,082,000 as against \$5,045,000.

President James F. Crafts pointed out that in the new premium gain was \$17,631,000 of business written by the newly acquired National Surety and National Surety Marine. Earnings for both half-years were computed on the basis of three million shares outstanding at June 30, 1954, including shareholders' equity in unearned premium reserve. (In March, 1954, Fireman's Fund increased its outstanding capital stock from two million to three million shares by a 20% stock dividend to shareholders and the sale of 600,000 shares to the public. The resulting capital increase of approximately \$33 million was used principally to finance the acquisition of National Surety and National Surety Marine.)

Mr. Crafts said the gain in underwriting profit for the period resulted from improved experience in all major classifications of business. The group's loss ratio on fire business was lower, despite a 5.5% greater incidence of losses throughout the nation. Marine business continued satisfactory and there was an improvement in automobile underwriting results. Casualty operations, other than automobile, were favorable, although the fidelity and burglary classes were unsatisfactory. Surety business was profitable and the results were enhanced by the acquisition of National Surety.

He further indicated that plans were under way to equip National Surety to write fire business, and that it was expected the company would be in a position to offer fire facilities on Sept. 1. Part of the preparation for this move, Mr. Crafts told shareholders, involved a contribution of \$3 million to the surplus of National Surety, thereby bringing its capital to more than \$22 million as of June 30.

The report also showed net premium writings of \$169,756,000 for the 12-month period ending June 30, as compared with \$144,352,000 for the same period in 1953. Underwriting profit was \$12,767,800 as compared with \$5,704,000 in the preceding 12 months. National Surety was acquired in January, 1954, and its results are not included in 1953 figures.

Earnings per share of common stock, including shareholders' equity in unearned premium reserve after federal income taxes were \$5.18 for the 12 months ended June 30, as compared with \$3.12 for the 12 months ended June 30, 1953.

At June 30, consolidated assets were \$394,086,000, reserve for unearned premiums \$146,968,000, and reserve for losses and loss expense \$81,752,000. Cash totaled \$16,410,000, securities at market value totaled \$334,808,000. Shareholders' equity, adjusted to the three million shares outstanding as of June 30, with securities at market value and including 35% of the unearned premium reserve, amounted to \$65.36 per share as against \$40.47 as of June 30, 1953.



NEW OFFICERS OF FEDERATION OF INSURANCE COUNSEL, elected at the Milwaukee annual meeting: Seated, Kent H. Meyers, Cleveland, chairman; Robert T. Luce, Casualty Mutual of Chicago, secretary-treasurer; James Dempsey, White Plains, N. Y., president, and Gregory Brunk, Des Moines, executive vice-president; standing, George F. Woodliff, Jackson, Miss., a governor; J. Harry LaBrum of Philadelphia and Roger Lacoste of Montreal, vice-president; John C. Williams of Houston and Ivan Robinette of Phoenix, governors, and Norman J. Risjord, vice-president and general counsel of Employers Reinsurance, a vice-president.

Side Issues Arise In General American Liquidation Case

AUSTIN—Further steps in the liquidation of General American Casualty of San Antonio, which asked for voluntary receivership in late June, have been delayed for an indefinite period pending a test in the Texas supreme court on the power of a special master in chancery to subpoena witnesses outside the jurisdiction of the appointing judge.

The test is based on the action of four former officials or employees of the company who refused to honor subpoenas issued by Master in chancery.

The Supreme court of Texas upheld a district court order holding L. H. Odom of San Antonio in contempt for refusing to honor a subpoena. Odom was remanded to the custody of the Travis county sheriff.

erry Harry Wear to attend a hearing in San Antonio for the avowed purpose of "locating assets" of General American. The four were L. H. Odom, vice-president; Dow Robinson, Herman Grossman and Mrs. Mary Hendricks.

The test case involves Mr. Odom, who was brought before Judge Jack Roberts and ordered to jail for contempt of court and who was later released on a habeas corpus writ pending the appeal.

Attorney for Odom said the subpoena was fought because the master in chancery has power to hold "almost a continuous proceedings, with no time limit." He contended that the master could interrogate a witness "for days and weeks" and that "this witness being at the mercy of this group, he couldn't hold a job."

In addition stockholders of General American Casualty have brought suit against J. D. Wheeler, liquidator for the insurance department, for a legal interpretation of a deed of trust under which assets of the company were mortgaged to a Dallas bank. This suit is pending in the San Antonio district court.

Included are Directors R. B. Cowden, George Cowden, D. J. Schwarz and C. B. Erwin, the latter chairman of the insurer's board. They state that in 1952, 1953 and 1954 one or more of them borrowed the \$1 million plus

from the bank and that they are personally liable for the loan. They argue that in April, this year, the insurer provided them with security to indemnify them for any personal loss, the security consisting of a series of deeds of trusts, assignments and corporate resolutions. The Gilcrease building in San Antonio, home office of the insurer, was one of the securities, in the form of a \$450,000 note and a deed of trust.

J. D. Wheeler has indicated the insurer owes \$1.5 million in claims. The insurer is another defendant in the directors' suit.

Nebraska Agents Rally Scheduled for Oct. 28-29

Planning is now under way for the annual convention program of Nebraska Assn. of Insurance Agents. The meeting will be held at the Hotel Cornhusker, Lincoln, Oct. 28-29. W. Stephen Chandler, secretary of Phoenix of Hartford, will talk on "Profit Through More Efficient Management."

Highlights of the Week's News

Ready agenda for Michigan agents' annual meeting at Grand Rapids Sept. 20-21. Page 13
New York and New Jersey adopt 7-class auto BI and PDL plans for private passenger cars Page 11

Walter A. Mansfield elected chairman of insurance section of American Bar Assn. at Chicago rally Page 7

1953 experience on automobile collision as compiled by the New York department Pages 14, 16

1953 experience on boiler and machinery as compiled by the New York department Page 15

1953 experience aggregates on automobile fire, theft and comprehensive as compiled by the New York department Page 15

National Surety will write fire and allied lines beginning Sept. 1 Page 5

Missouri Assn. of Mutual Agents asks for alliance of agency companies to support but act independently of AMA Page 5

Alabama reduces fire and EC rates and adopts IRIC forms Page 6

William F. Delaney blueprints plans for re-insurance spread at hemispheric conference Page 9

Allstate plans to apply auto merchandising tactics to fire business are set forth Page 1

Blue Goose holding Grant Nest meeting at San Francisco Page 3

Features announced for NAIA Chicago convention Oct. 4-6 Page 1

Wyoming agents elect R. H. Whitfield president at annual convention Page 1

New edition of "Practical Fire and Casualty" to be available Sept. 1 Page 4

Diemand Urges Effort for Free Competition in Hemisphere

There is an urgent need to preserve and promote the mutual relations of the insurance business in the hemispheric insurance conference, John A. Diemand, president of North America, told the conference in Rio de Janeiro. Only in this way can attempts of the various governments to narrow or confine these relations be fore stalled.

Variety and diversity shrink and disappear to the extent that government controls take the place of private plans. Forms become rigidly fixed, investments become limited to low return government securities, foreign writings dwindle because currency restrictions prevent free transfer of funds and underwriting strength is sapped.

Faced with this phenomenon they have created and hearing complaints from insured, government planners then place the state in the insurance business. But without the profit stimulus, they supply not the most but the least coverage that will quiet the demands of the public. Business men limit their activities to long tried and narrowly defined fields. Innovations diminish, the standard of living sags.

What to do? Mr. Diemand suggested exchange of information on technical matters in insurance and reinsurance and the fostering of favorable inter-American insurance and reinsurance activities.

He observed that nowhere in the world is there a greater potential buying public and a more rapidly expanding one than in Latin America. Its population exceeds that of the U. S. and is increasing faster than any other area in the world.

To promote a broader network of inter-American insurance and reinsurance relations will require the best combined efforts of all, business and government, Mr. Diemand said. He called attention to the laws of countries which prohibit admission of foreign insurers, permit entry only under conditions which discriminate against them in favor of domestic insurers, make rigid investment requirements, etc. He urged removal of these obstacles.

Call off Okla. Hearing, Matter Already Handled

The hearing called by the Oklahoma Insurance Board for Aug. 19 was called off when it was discovered that the subject matter, the automobile rate revision that went into effect Aug. 4, had been approved in May.

Devagney Resigns Balboa Post, to Enter Agency Field

John P. Devagney, vice-president and a director of Balboa and of Arrowhead of Los Angeles, has resigned. He plans to enter the local agency field.

Mr. Devagney was on the investigations staff of the California department for six years and then for two years was with Harbor Ins. Co. of San Diego. He had been with Balboa for six years.

Blue Goose Holding Forth at San Francisco

Martin in Chair at Grand Nest Rally, Expect 750 Registrations

SAN FRANCISCO—With impressive ceremonies, highlighted by a colorful presentation of colors by the U.S. Marine Corps Color Guard, the formal business sessions of the annual Grand Nest meeting of Blue Goose International were opened Wednesday in Fairmont hotel here.

The vanguard of the order arrived Sunday when many members of San Francisco Pond, the host, were on hand to welcome the visiting ganders and their families. Sunday night the officers of the Grand Nest were guests at a reception.

Monday and Tuesday were devoted to the pre-convention meeting of the officers and on the second evening the "out of towners" were guests at an informal get-together. Tuesday George M. Parrish of Landis, Pelleter & Parrish, conducted the annual golf tournament at Presidio Golf Club, while the non-players and their ladies were being escorted about San Francisco on a sight seeing caravan under the direction of Herbert E. Manners, general manager of the National Automobile Club and chairman of the tour. It was estimated that nearly 400 visitors, ganders and ladies, enjoyed the trip. They returned in time to get prepared for a trip to the Italian Village for dinner and dancing.

Just prior to the first business session and opening ceremonies Laurent A. Louston, wielder of San Francisco pond and chairman of the registration staff, predicted registrations would reach 750, including local members.

Following the presentation of the colors, Dr. George T. Peters of the

Woodmen Accident Takes

New Name: to Write Life

Woodmen Accident officially voted a change in name to the Woodmen Accident & Life at a special policyholder meeting. Amendments voted on at the meeting also authorize the company to write life insurance and annuities.

Withdraws Interpretation OK

Missouri has withdrawn its adoption of interpretation 31 of the new nationwide marine definition. Now "not adopted" by Missouri, the interpretation is based on the NAIC-recommended amendment to the definition, which makes subparagraph (d) of paragraph 2 of section E read: "Physicians' and surgeons' instrument floaters. Such policies shall not cover furniture or fixtures, except furniture or fixtures in that portion of the premises occupied by insured in the practice of his profession."

The question is asked: Does this amended section include within its scope insurance of furniture and fixtures of hospitals, clinics, medical schools and the like? The committee rendered a negative opinion.

First Presbyterian Church, Burlingame, gave an impressive invocation; then came introduction of the Grand Nest officers, John W. Park, General Adjustment Bureau, convention chairman, and welcoming talks by Gov. Knight of California, Mayor Robinson and Commissioner Maloney, long time member of the pond. Alex B. Young, grand supervisor of the flock, responded.

The model initiation was another highlight of Wednesday's session, conducted under the leadership of Jack

W. Jones, Oregon Mutual Fire. All attending past most loyal grand ganders and deputies were introduced after which Most Loyal Grand Gander John Henry Martin, Standard Forms Bureau, gave his report, which was marked by its departure from the strict routine of such reports. Wednesday afternoon, attended by ganders only, the members heard a report from Grand Wielder H. L. Mauritsen and committee chairmen.

Nominations and election of new officers was to be the principal busi-

ness at Thursday morning's session after reports from committees and pond delegates. Selection of the 1955 convention city and installation of the new officers will bring this session to a close until 3 p.m., when Everett M. Northup, Great American Group, will conduct the memorial services. The banquet will follow and Friday the new officers will hold their first official meeting while the several hundred other delegates will prepare for the home trip—some making detours to complete a full vacation.



J. H. Martin



Standard
Stock
COMPANY PROTECTION

wisdom from the past... strength for the future

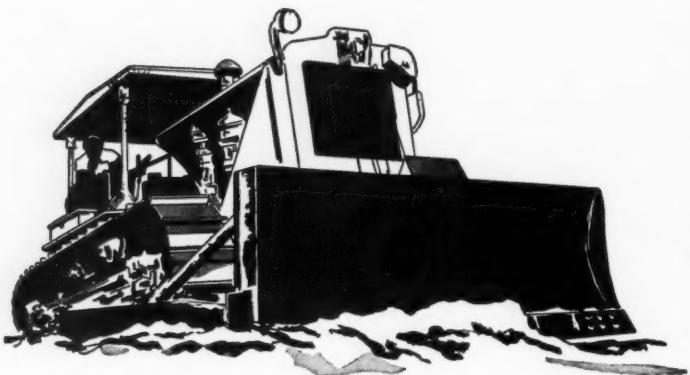
Great American

GROUP OF INSURANCE COMPANIES

Great American • Great American Indemnity
American National • Detroit Fire & Marine
Massachusetts Fire & Marine • Rochester American

WORLD-WIDE INSURANCE FACILITIES

When Contractors are your clients...



... you can serve them better with the multiple line facilities of the National ... whether it be a contract bond or contractor's equipment floater.



NATIONAL OF HARTFORD GROUP

Fire • Marine • Casualty

NATIONAL FIRE INSURANCE COMPANY OF HARTFORD
MECHANICS AND TRADERS INSURANCE COMPANY
FRANKLIN NATIONAL INSURANCE COMPANY OF NEW YORK
TRANSCONTINENTAL INSURANCE COMPANY
UNITED NATIONAL INDEMNITY COMPANY

Executive and Administrative Offices: Hartford 15, Connecticut

LEADERS ALL

16: WINFIELD SCOTT



WINFIELD SCOTT (1786-1866) was a famous American soldier. His men affectionately called him "Old Fuss and Feathers", as he loved ceremonies.



WHILE A GRADUATE LAWYER he gave up his profession to join the army. When the war of 1812 broke out he was made a lieutenant colonel.



HE WAS CAPTURED BY BRITISH but later freed. When war ended he was given rank of major general.



AGENTS ARE LEADERS ... who join Hawkeye-Security and Industrial. Every service is provided to help them step-up production ... providing service without red tape ... prompt, equitable settlement of claims ... and home office representatives always at their service.



**HAWKEYE-SECURITY
INSURANCE CO.
INDUSTRIAL INSURANCE CO.**

Des Moines, Iowa

SCOTT LATER PREPARED the first complete manual of military tactics in the U.S. He was given command of troops in the Mexican War, and led them to victory. He later ran for President, but was defeated.

Entire New Edition of 'Practical Fire and Casualty' Is Ready

An entirely new edition - the 6th - of *Practical Fire And Casualty Insurance*, by J. Edward Hedges, professor of insurance at Indiana University, will be off the press by Sept. 1. This text book, which has achieved widespread use throughout the country since the first edition appeared in 1943, will be completely up to date and will reflect the almost revolutionary changes in property and casualty insurance during the last three years.

Particularly notable, as every insurance man knows, is the development of broad form and package policies for dwellings and their contents. These are discussed in an entirely new chapter.

Every common insurance coverage has been affected by changes and all these are shown in the new edition. Notable are revisions in the extended coverage and additional extended coverage endorsements, an almost entirely new series of burglary and robbery policies, new automobile rating plans, both fire and liability, new glass insurance rules, the new standard workmen's compensation policy, a large number of new inland marine contracts and many changes in general liability rules and forms.

All these developments are indicated in the new text and much obsolete material eliminated. Further, the number of illustrative contracts shown in the appendix has been increased and nearly all the ones shown have been revised, in many cases completely rewritten. These contracts, plus the revised questions for study and discussion at the close of each chapter, make the book a complete and self-contained tool for classroom use and for the independent student of insurance.

Several states have adopted *Practical Fire and Casualty Insurance* as required or recommended reading for those who are preparing for agents' qualification examinations. It is the textbook of insurance courses in leading universities, such as Johns-Hopkins, University of Cincinnati, Indiana University, and many others.

Through *Practical Fire and Casualty Insurance* new or experienced agents, salesmen, and solicitors secure a broad picture of the basic elements of the insurance business. New clerks, policy writers, stenographers, bookkeepers, or any other employee of the agency, get the business background on which to build a sound understanding of insurance principles and practices through this modern text.

The price of the new edition of *Practical Fire and Casualty Insurance* is \$4 a copy. The 376-page text is attractively bound in gray cover and can be ordered from The National Underwriter Company, 420 East Fourth street, Cincinnati 2, O.

Cal. Surplus Line Office to Fight Department Charge

LOS ANGELES—Hansen & Rowland, surplus line broker of Los Angeles and San Francisco, has filed a notice of defense to the accusation by the California department charging improper conduct in placing medical malpractice covers with non-admitted insurers for Los Angeles County Medical Assn.

Denying all allegations of improper conduct, the agency said the accusation will be sharply contested before the

department, and, if necessary, in the courts.

Attorney for Hansen & Rowland has stated that the portion of the insurance code purporting "to require a surplus line broker not to place insurance in a non-admitted insurer at a rate lower than the lowest rate accepted by an admitted insurer is unconstitutional for the reason, among others, that California has no rate filing requirement."

State Farm Cuts Rates in Utah and Washington

State Farm Mutual has reduced Utah and Washington collision and comprehensive rates. The changes affect 80,000 policyholders in Washington and 35,000 in Utah, with a total annual saving of about \$540,000.

In Utah private passenger car collision rates will drop 10.9% for 80% collision and 12.8% for \$50 deductible, except in Salt Lake City where the reductions are 17.3% and 19.4%, respectively. Minor adjustments were made in comprehensive.

Utah commercial vehicle reductions are 39.4% on comprehensive; 43.6% on 80% collision and 39.4% and 35.9% on \$50 and \$100 deductible, respectively.

Private passenger collision dropped 22% in Seattle on 80% and \$25 and \$50 deductible and 32% on \$100 deductible. In the remainder of the state reductions are 26% on \$100 deductible and 16% on all other collision. Commercial vehicle rates were cut 39% on comprehensive, 19% on 80% collision and 27% and 14% on \$50 and \$100 deductible, respectively.

Gulf Assets up 14% for First Six Months

Assets of Gulf and Atlantic of Dallas rose a record 14.1% during the first six months of 1954, with consolidated assets at \$33,223,785. Surplus to policyholders was up 35.8% to \$12,636,637.

Net premiums written totaled \$8,919,968, up 1.7% over the comparable 1953 period, while premiums earned rose 9.6% to \$8,571,622, and the unearned premium reserve, up 7%, was \$16,151,692.

The companies showed an underwriting profit of \$819,447, with a net investment income of \$468,009.

Hartford A. & I. Special

Leslie S. Gibbs has been named by Hartford Accident special agent at Roanoke, Va. Since joining the company in 1948 he has been adjuster at Roanoke, claim manager at Danville, Va., and manager of the claim office at Roanoke.

I. M. UNDERWRITING MANAGER

to take over the underwriting in the home office of a fast growing company. This man must have 10 years branch and home office underwriting experience. Salary \$10,000.

Send your qualifications confidentially to:

fergason
PERSONNEL
330 S. Wells St. Chicago 6, Ill.
Harrison 7-9040

Nat
Wil
Fire
Nat
man's
under
lines
Sept.
In
prod
states
we ha
into t
been
operat
have
ciliat
Natio
ate en
from
provid
to th
Nat
ogniz
surety
rapid
it ha
widene
inland
lished
1944.
availa
tunite
erage
lines
IM a
Con
taken
of ad
of Lo
judg
is ex
short
Inta
for 5
son, n
son, n
agent
matel
read
Mr
heari
state
writ
tional
is ch
gon f
Bryso
involv
Con
fir
Jerse
a co
ual w
presen
single
sche
table
For
ule n
conta
and t
the t
action
rating
will
pensi
all t
The p
July

August 26, 1954

National Surety Will Start in Fire Field Sept. 1

National Surety, a member of Fireman's Fund group since January, will underwrite fire insurance and allied lines on a countrywide basis beginning Sept. 1.

In a bulletin to National Surety producers, President Ellis H. Carson states that the "rapidity with which we have been able to effect our entry into the fire insurance business has been made possible by the close cooperation of Fireman's Fund. They have made the full scope of their facilities available to us. Thus, though National Surety will be a new corporate entity in the fire field, we shall from the beginning be in a position to provide you with services comparable to those of Fireman's Fund."

National Surety has long been recognized as a leader in the fidelity and surety field. Keeping pace with the rapidly expanding insurance market, it has, over the past decade, steadily widened its scope of operations. An inland marine department was established in 1940 and the company entered the general casualty business in 1944. Its entry into the fire field makes available to its agents broad opportunities in the extensive areas of coverage underwritten in fire and allied lines in addition to those in the surety, IM and casualty.

Questions Soundness of Free UJ at Hearing

Commissioner Taylor of Oregon has taken under advisement the question of adequacy of Interstate Indemnity of Los Angeles to provide unsatisfied judgment coverage without cost. He is expected to announce a decision shortly.

Interstate Indemnity's coverage is for 5/10 limits. Attorney Dean Bryson, representing Bates, Livesley Pearson, Oregon and Washington general agents of Interstate, said that approximately 20,000 persons in Oregon already have UJ endorsements.

Mr. Taylor said he was calling the hearing to determine whether Interstate Indemnity is financially able to write such coverage without an additional charge. At least one company is charging \$5 per automobile in Oregon for almost identical coverage. Mr. Bryson said to do this 100% would involve additional premiums in Oregon alone of more than \$4 million.

Combine N. J. Manuals

Fire Insurance Rating Org. of New Jersey now is issuing for the first time a combination, single, loose-leaf manual which contains material previously presented in two manuals. The new single book will contain all rating schedules, occupancy and susceptibility tables and other data.

Formerly the bureau issued a schedule manual, loose-leaf, and a manual containing occupancy, susceptibility and extra hazard data. In combining the two the bureau is following the action taken by many of the other fire rating organizations. The combination will make changes easier and less expensive to effect, and agents will have all the information under one cover. The price is \$10.

1,329 UCD Convictions in Calif.

Convictions of 1,165 claimants and 164 employers for violations of the UCD laws were obtained by the California Department of Employment during first seven months of 1954. During July 134 claimants and 25 employers

were convicted. Complaints against employers were for failure to report wages paid and failure to pay employees' contribution to the state disability fund.

Jerrell Acquires Zener Branch

Henry Jerrell, Jr., manager of the Pueblo, Colo., office of Walter R. Zener Adjustment Co., has acquired sole ownership of this branch of the company. Mr. Jerrell, who has been manager there seven years, has been in the adjustment business nine years and in production and underwriting 10 years.

Asks for Alliance of Mutual Agency System Insurers

ST. LOUIS—An editorial in the summer issue of the Missouri Mutual Agent, the official organ of Missouri Assn. of Mutual Insurance Agents, calls for formation of an alliance of mutual agency companies. It is stressed that there is no quarrel with American Mutual Alliance—the suggested new body should support AMA—but

membership in AMA of direct writers and specialty companies makes it impossible for AMA to support the agency system.

This is not a failure of AMA, the editorial points out, but, with competition at its present stage, an organization of mutual agency companies is necessary and it is to be hoped that such an organization would serve mutual agents as well as AMA has served mutual insurance.

Hawkeye-Security has been licensed in New Jersey.

Our 25 YEAR Agents tell their story



WILLIAM RODIEK, Jr.



WILLIAM RODIEK

Realtors
GENERAL INSURANCE • REAL ESTATE • LOANS

COMPANY, INC.

Office 9025
3110 S. JEFFERSON AVENUE
ST. LOUIS 18, MO.

W. RODIEK, Jr.
S. R. RODIEK
Pres. & Vice Pres.
W. A. RODIEK
Secretary-Treas.

Mr. T. R. Mansfield, President,
The Gulf Insurance Company,
P. O. Box 1771,
Dallas, Texas

Dear Mr. Mansfield:

After having represented your good Company for over a quarter of a century, I feel that I should tell you how much the connection has meant to our agency.

The cooperation which we have received from you and your associates in connection with our underwriting problems, the fast loss paying facilities of your Company, have all been invaluable to our agency.

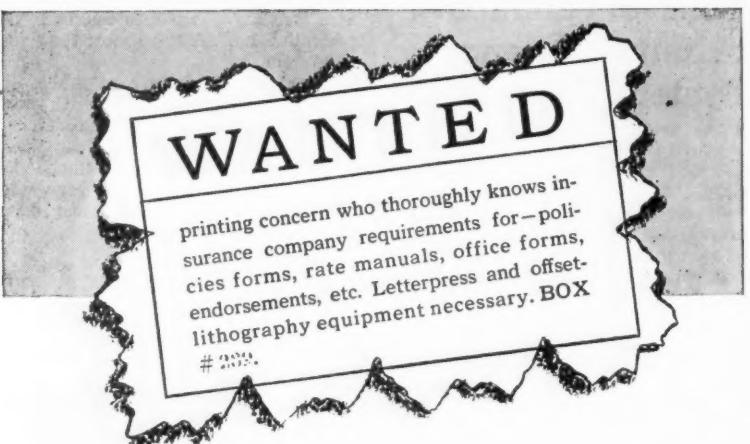
Our sincere hope is that we may represent your Company for another twenty-five years.

Kindest personal regards.

Sincerely,

WILLIAM RODIEK & COMPANY,
President





Look no further...

... experience yes, years and years of it on every phase of insurance company printing... flexible equipment, to suit any and all requirements for letterpress and offset. Service "day before yesterday" if you need it... prices? surprisingly low—and don't forget, you don't have to "educate" us! A note or a call will bring a seasoned representative to discuss and estimate on your requirements—we'll earn your order!

P.S. Ask for our booklet on the "statistical" part of our service—every tabulation requirement you may need can be done quickly, accurately and economically produced with our up to date electronic equipment and trained staff. Dept. NU

Alabama Reduces Fire, EC Rates, Adopts IRIC Forms

The Alabama insurance department has approved filings by Alabama Inspection & Rating Bureau of a downward adjustment in dwelling fire and extended coverage rates, and filings by Inter-Regional Insurance Conference of its dwelling building and contents broad form and its dwelling building all physical loss form, effective Oct. 1.

Southeastern Underwriters Assn. has made available to companies in the state that are not members of National Board comprehensive personal liability, householders' limited theft, and residence glass endorsements. They already are available to National Board members.

Alabama has discontinued consolidation of National Board classes 1 to 4 and 5 to 7 and now treats each class individually. Percentage of change, therefore, cannot be indicated. The new rates may be applied to new and renewal policies effective on or after Aug. 17. They embrace apartment houses, boarding houses, dwellings (not farm or country), fraternity and sorority houses, large area housing projects (not fire-resistive or semi-fire-resistive, or sprinklered, nor U. S. housing authority projects), nurses' homes, rooming houses, sisters' homes, and trailer (auto) homes.

There will be little or no reduction in some instances. Class rates for all dwellings and trailer (auto) homes will be applied by the agent. The non-standard flue charge has been discontinued. The Alabama bureau has discontinued publishing rates on apartment houses in most cases. There is no exposure charge from any class to apartment houses.

Following are the new and old rates (1951) for dwellings of not over four families. Included in the new rates are coverages for private garages, private barns and outbuildings. All rates shown are net and are expressed in cents. "Within" means within 1,000 feet of a fire hydrant and "over" means over 1,000 feet of the hydrant. "M" means mason or brick, "MS" mason or brick shingle, "BVF" brick veneer or frame and "BVFS" brick veneer or frame shingle.

New M rates for classes 1 to 4, within, are .10, .11, .12, .13; old is .18; new M rate for classes 1 to 4 over (still consolidated) is .34; old is .55. New MS rates within are .15, .17, .19, .21; old is .43; new MS rate over is .49; old is .80. New BVF rates within are .14, .15, .16, .18; old is .29; new BVF rate over is .48; old is .72. New BVFS rates within are .19, .21, .23, .26; old is .54; new BVFS rate over is .63; old is .96.

New M rates for class 5 to 7, within, are .15, .17, .20; old is .27; new M rate for the same classes over is .36; old is .59. New MS rates within are .24, .27, .31; old is .57; new MS rate over is .51; old is .89. New BVF rates within are .20, .24, .29; old is .38; new BVF rate over is .51; old is .75. New BVFS rates within are .29, .34, .40; old is .68; new BVFS rate over is .66; old is 1.05.

New and old rates for class 8 are: M within, .24 and .36; M over, .40 and .61; MS within, .36 and .66; MS over, .55 and .91; BVF within, .34 and .47; BVF over, .57 and .79; BVFS within, .46 and .77; BVFS over, .72 and 1.09.

New rates for class 9 (over) are the same as for class 8. New and old for

class 9, within only, are M, .29 and .36; MS, .44 and .66; BVF, .42 and .47, and BVFS, .57 and .77. New and old for class 10 (unprotected) are: M, .42 and .65; MS, .57 and .95; BVF, .60 and .83, and BVFS, .75 and 1.13.

Reductions in residential rates (not farm or country) in the Alabama EC manual are: inland, from .12 to .10; seacoast, from .27 to .20. Beach is unchanged. Trailer (auto) home EC rates have been reduced as follows: Inland, from .35 to .22, and seacoast, from .67 to .42.

A "seacoast except beach" rate has been established for apartment houses and dwellings in the windstorm and hail manual, reducing the rate from .36 to .30. Windstorm and hail rates have been reduced for trailer (auto) homes as follows: Inland, from .40 to .25, and seacoast, from .80 to .50.

FR Law Prompts 50% Rise in Insured Vehicles in R. I.

The motor vehicle safety responsibility law in Rhode Island has increased the number of insured autos in the last year, the first year the SR law has been in operation, 100%.

The figure was reported by Joseph L. Byron, chief of the division of safety responsibility of the registry of motor vehicles. While it is a result of a study of cars involved in accidents, representing only a small part of the total in Rhode Island, Mr. Byron said it is fairly accurate.

Estimates before the FR law went into effect showed that 37% of cars in accidents were insured. Last year of the 9,339 accident cases handled by the division, 75% of the cars involved were covered.

The division handled 2,671 cases in 1953 in which it required, because of lack of insurance, deposits of security totaling \$629,685 for property damage and \$265,741 for personal injury. During the year the registry suspended 1,117 licenses and registrations of persons who were unable to post security after accidents.

May Run for S. C. Post

Rep. J. B. Clements of Florence county has announced he is considering running for North Carolina insurance commissioner, currently being filled by R. Lee Kelly following the resignation of Commissioner D. D. Murphy. Mr. Murphy went with Coastal States Life group as public relations vice-president.

The man elected to the \$7,500 a year, four-year post will take office in July, 1955. Mr. Clements, who has been in the state legislature for six years, was returned to office for his fourth term in the June primary.

Willett, Rule on AMA Panel

K. B. Willett, vice-president of Hardware Mutuals, will be chairman of a panel discussion at American Management Assn.'s annual office management conference, Oct. 20-22 in New York City. Elmer A. Rule, vice-president of Farm Bureau companies, will be a member of the panel, whose subject will be increasing clerical productivity through people, methods and machines.

Service Guide

The LAWRENCE WILSON COMPANY
Managing General Agents
"Unexcelled Insurance Facilities"
SERVICE TO LOCAL AGENTS
AND BROKERS EXCLUSIVELY
First National Bank Bldg. Tulsa 3, Okla.

RECORDING & STATISTICAL CORPORATION

100 Sixth Ave., New York 13, N.Y.

223 W. Jackson Blvd., Chicago 6, Ill. 1025 Brush Street, Detroit 26, Mich.

55 William T. Morrissey Blvd., Boston 25, Mass.

Plants At: Boston, Mass. - Danville, Ill.

Reinsurance

Casualty, Fire, Marine, Miscellaneous

•

Pro-Rata—Quota Share—Excess Loss
Treaty and Facultative

•

Excess Covers Including
Steam Boiler, Fleet, Motor Cargo, Aggregate,
Liability, Workmen's Compensation

•

DOMESTIC AND FOREIGN MARKETS

•

EXCESS UNDERWRITERS, INC.

Howard E. Mankin, Executive Vice-President
Home Office, 175 W. Jackson Boulevard, Chicago, Ill.
San Francisco Office: 454 Montgomery Street

Mansfield Heads American Bar Assn. Insurance Section

The insurance section of American Bar Assn. elected Walter A. Mansfield of Detroit chairman at the close of its crowded meeting in Chicago last week, succeeding George E. Beechwood, Philadelphia, who was named to the house of delegates of the association. W. Percy McDonald of Memphis moved up to first vice-chairman and heir apparent and H. Beale Rollins of Baltimore became second vice-chairman.

Welcome D. Pierson, Oklahoma City, was elected secretary and Ambrose B. Kelly, Providence, and Lon Hocker, St. Louis, went on the insurance section council for four year terms.

With the exception of Mr. Kelly, who is counsel for Factory Mutuals and manager of Factory Mutual Rating Bureau, all the new officers, plus Mr. Beechwood, are attorneys in private practice. This, in addition to the greatly increased attendance of the past few years, reflects the growing interest of private practitioners in the insurance section. While there were always many independent attorneys active in the section, in its early years there was a preponderance of leaders among lawyers who were either directly employed by insurance companies and allied organizations or were closely connected with them. In recent years this has changed and the program, with emphasis on problems of practicing attorneys, also reflected it. The largest crowd of the meeting jammed the ball room of the Palmer House Wednesday to hear a forum on pre-trial procedure and preparation of witnesses.

The interest in trial and pre-trial procedure underscored the fact that many of those attending represent defendants in damage suits, either insured or self-insured. Defense attorneys have recognized that members of National Assn. of Claimants Compensation Attorneys should have no monopoly on modern trial tactics and that the same study and exchange of information which NACCA has been exploiting for several years will do more than anything else to check the one-sided trend of heavy and almost automatic judgments in personal injury cases.

Fla. Governor Holds Up Game Commission Premiums

Acting Governor Johns of Florida has refused to release payment of premiums to the Midyette-Moor agency of Tallahassee, awarded an insurance contract by the state game and fresh water fish commission. Members of the commission said Mr. Johns wanted the commission's business placed with the A. J. Cobb agency of Marianna, a supporter of his unsuccessful campaign for governor.

A partner in the Midyette-Moor agency said Johns' refusal to sign checks for the premiums would prove only a temporary hardship, since he will leave office in five months and will be succeeded by LeRoy Collins for the last two years of the term to which the late Gov. Dan McCarty was elected.

Mr. Johns' own agency, Johns & Son, at Starke, had the game commission account during the administration of Gov. Warren, but lost it under McCarty.

Payne H. Midyette of the Tallahassee agency said his agency did not solicit the business but was invited to present a program by the game commission, which seems pleased with it.

This thinking has been apparent at other insurance legal and claim meetings recently and the Chicago meeting went along with the trend. In the discussion at the forum on pre-trial practice, Wilbert McFerney, Washington, who discussed preparation of witnesses, startled some of his audience with his opinion that the value of cross-examination has been greatly overrated and that modern practice, with pre-trial and discovery rules, has made theatrical court room tactics obsolete. The present emphasis is on getting the facts and presenting them clearly, he

said. Along the same line, the paper on reconstruction of an automobile accident which involved no surviving witnesses by Wyatt Jacobs, Chicago, drew a heavy attendance and sustained interest.

The social side was not neglected, with a large attendance at the dinner dance Tuesday and much side entertainment available. Many of the insurance attorneys attended luncheons of their law school alumni groups Wednesday.

The 1955 meeting will be held in Philadelphia.

Mr. Mansfield, the new chairman, has been active in surety law and, before going into official ranks, was chairman of the fidelity and surety sub-committee of the insurance section. Mr. Kelly, who has been chairman of the fire insurance subcommittee, has the unique record of his legal career dovetailing the existence of the insurance section. He was admitted to the bar in Illinois in 1932, the year the insurance section was organized, and joined it immediately.

Most of the papers were reported in THE NATIONAL UNDERWRITER last week.



Ag-Empire takes a load off your mind

How many times have you moaned: "Brother!

How I'd like to can this load of detail!" Make no mistake about it — in this you're not alone. We hear it from a lot of agents, happily, from the other side of the fence. They tell us Ag-Empire's informal, non-pressing way of doing business does a lot to lighten the load. Call it informality or a mixture of plain friendliness and common sense, it's an old habit we hope never to outgrow.

Fifty per cent of all Ag agents point to 15 years or more with us!

Like to learn more about
the Ag-Empire way?
Simply fill in and mail
this coupon today.

Agricultural Insurance Co.
Dept. 74
Watertown, N.Y.

Have your fieldman stop by to tell me more
about Ag-Empire.

Agency.....

My name.....

Address.....

City..... State.....





"You want a Company that takes a personal interest in your problems?"

then you want

Worcester Mutual FIRE INSURANCE COMPANY"

It's our job to help you do your job. Everyone in this agency-minded Company is constantly striving to be of greater service to agents.



HOME OFFICE
29 Elm Street
Worcester, Mass.

Massachusetts' Oldest
Fire Insurance Company
Established 1823

Now Operating In:
Maine, New Hampshire, Vermont, Massachusetts, Connecticut, Rhode Island, New York, New Jersey, Pennsylvania, North Carolina, Virginia, Louisiana, Texas.

APPRAISALS

RECOGNIZED AUTHORITIES ON
VALUATIONS — INDUSTRIAL
COMMERCIAL — RESIDENTIAL

SINCE 1910

Branch Offices
in all
Principal Cities

THE LLOYD-TOMAS CO.
4411 RAVENSWOOD AVE. CHICAGO 40, ILL.

Glens Falls Reports Six Month Gains

Satisfactory increases for the first six months of 1954 in income from underwriting, investment income and net income were reported to the board of Glens Falls group by President G. D. Mead.

Earned premiums totaled \$35,153,380, compared with \$14,888,081. Income from investments increased 10.5% to a total of \$1,385,903, not including capital gains. Total net income increased to \$2,070,352. Premiums written by the group decreased from \$37,985,938 to \$36,585,792.

Consolidated capital, surplus and voluntary reserve, including Glens Falls Corp., amounted to \$39,328,301, compared with \$34,629,650 as of Dec. 31, 1953. The increase in unearned premiums was \$1,432,412 for the six months' period.

National Union Names State, 3 Special Agents

National Union companies have appointed a state and three special agents.

Merwin W. Buelow goes to Cleveland as state agent. He was formerly state agent of Great American in east central Ohio.

Robert E. Darby becomes a special agent at Cleveland. He has been with that office as an underwriter since 1951.

Bruce W. Isaacs, new special agent at Richmond, Va., formerly was with North Carolina department of revenue.

Nelson J. LeBlanc, new special agent at New Orleans, was formerly with Louisiana Rating & Fire Prevention Bureau.

N. Y. 1-Day Plans

Added starters for the annual New York Insurance Day, Sept. 15, are Superintendent Bohlinger, Fred J. Stock, president of New York Board of Trade, and William R. Ehrmanntraut, claim manager of American Surety, New York, and chairman of the executive committee of Insurance Federation of New York.

There will be an exhibit of Aetna Casualty's Road-o-Meter, which gives a simulated road test.

Dates for Garden State

Garden State pond of Blue Goose will hold meetings Sept. 29, Dec. 1, Feb. 2, March 18 (annual dance), April 27, and June 3 (annual meeting, according to Robert F. Stumpf, MLG, manager of General Adjustment Bureau, Paterson, N. J. Mr. Stumpf and George P. Albiez of Newark, past MLG, are delegates to the Grand Nest in San Francisco.

Whitacre, Strayer in Crum & Forster Shift

Crum & Forster western department at Freeport has appointed William D. Whitacre as state agent for North Dakota, effective Aug. 1, to succeed Norman F. Strayer who has been promoted and is being transferred to Chicago where he will be assistant Cook county manager.

Mr. Whitacre is a native of Illinois, born and reared in Decatur. An army veteran and a graduate of Millikin University, he was in the office at Freeport for training in all phases of the company's operations with special emphasis on appraisal and review and analysis work. He was first sent to Indiana as a special agent, then was transferred to South Dakota as an assistant.

Way Cleared for Hearing on United's A&H Ads in Cal.

The California district court of appeals at Los Angeles has sustained the appeal of Commissioner Maloney from an injunction granted United of Chicago by superior court in San Francisco which prevented the department from proceeding with a hearing in the case in which the company is accused of misrepresentation in its advertising matter.

The case against United was started in 1952, the commissioner alleging the company advertisements did not portray the real terms of its A & H policies.

Houston to A&H Assn. Board

Marion F. Houston, general agent for Washington National at Kansas City, has been appointed to the board of International Assn. of A. & H. Underwriters to fill the unexpired term of John Dugan, General American, St. Louis, who resigned because of the pressure of work. Mr. Houston, in the business since 1923, is a past president of Kansas City A & H Association.

Raise Garage Rates in 4 States

Florida, Kentucky, Mississippi and Virginia has approved increased rates filed by National Bureau for auto liability policies written on a payroll basis for division 1 garage risks, effective Aug. 18 in the first three states and Oct. 1 in Virginia.

Florida, Kentucky and Mississippi have approved filings of Mutual Bureau on BI and PDL for payroll garage risks, effective Aug. 18. In Virginia a similar filing on PDL is effective Oct. 1. Increases in the four states for BI are 25, 25.8, 8.5 and 0% and for PDL are 25, 93.3, 100 and 100%.

Making Renewals Easy

Our claim service is so fair, so fast that it builds the confidence and makes the friends that result in easy renewals. (Ask any Pan American agent!!)



Writing Casualty Insurance Only

PAN AMERICAN CASUALTY COMPANY

PAN AMERICAN INSURANCE COMPANY

T. E. GAMMAGE, Sr., President • HOME OFFICE 2905 LOUISIANA • HOUSTON, TEXAS

Eliminating border-line, us-
dom firms and mis-
were s-
at the
ence a-
helping reinsurance
ropean
versify
hemisp

Eliminating insurance
method ob-
obsta-
of rein-
phere.
to do
assistan-
surer
pany a
a ques-
trust, a
fortune
insurer
underw-
case of
be a
of bord-
experi-

Second
many
and re-
ration,
ceding
Some
supply
reinsur-
able to
require
of the

It w-
for 100
reinsur-
accordi-
of part-
ing in
More c-
to take
the dan-
weighin
success
compar-
due to
differ-
most ca-
and mo-

A un-
counts
matters

A th-
guages.
tives sp-
the U.
surance
always
an addi-
therefor
reports
the rein-
that of
there i-
counts

Delaney Blueprints Reinsurance Spread for Hemisphere

Elimination of fire premium and loss bordereaux, simplification of accounting, use of dual-language reports, freedom from foreign exchange controls, and minimizing the role of reciprocity were suggested by William F. Delaney at the hemispheric insurance conference at Rio de Janeiro as means of helping realize the goal of spreading reinsurance among western hemisphere insurers.

Mr. Delaney, who is New York reinsurance manager for Fairfield & Ellis of Boston, also proposed the formation of a reinsurance center for the exchange of ideas on reinsurance and consideration of a hemispheric reinsurance market—not to eliminate European reinsurers but to further diversify and spread reinsurance in this hemisphere.

Elimination of bordereaux to fire reinsurance treaties, he said, is one method of smoothing over some of the obstacles to the acceptance and spread of reinsurance in the western hemisphere. Most companies today are able to do their underwriting without the assistance of the reinsurer. The reinsurer is reinsuring the ceding company and the ability of its staff. It is a question of confidence, of mutual trust, and a willingness to follow the fortune of the ceding company. The reinsurer does not propose to do the underwriting for it. Of course, in the case of new companies there will often be a great benefit in continuing the use of bordereaux until they acquire some experience.

Secondly, he said, the accounts from many companies are too complicated and require too much work in preparation, checking and use, both for the ceding company and the reinsurer. Some companies make a practice of supplying separate accounts to each reinsurer showing the figures applicable to that particular reinsurer. This requires considerable work on the part of the ceding company.

It would be easier to supply figures for 100% of the treaty and allow each reinsurer to take off his own figures according to his particular percentage of participation. A considerable saving in time and money would result. More companies would be encouraged to take small participations without the danger of the operating cost outweighing the possible profit. To do this successfully it might be necessary to eliminate the various pools which some companies use to break up their treaty due to having different participants at different times. This can be done in most cases and will save much time and money.

A uniform method of reporting accounts to reinsurers would simplify matters for the reinsurer's staff.

A third suggestion involves languages. Most Latin American executives speak several languages. Many in the U.S. are working on it. But insurance and reinsurance clerks do not always have the opportunity to learn an additional language. It would help, therefore, if all accounts, letters and reports were in two languages where the reinsurer's language differs from that of the ceding company. Although there is additional work where accounts are required in two languages, the work is more than offset by the

great saving of effort in subsequent steps and transactions with the reinsurer. Much of reporting is routine and the explanation can be easily printed on the forms in several languages. Many companies already follow this procedure.

Fourth, foreign exchange has been a problem, but thanks to the rapid and continuing economic growth of the hemisphere it should become less of a problem. Forms and details of exchange controls should be kept at a minimum. Freedom from exchange control is a great help in the exchange

of reinsurance.

Fifth, the need for reciprocity has kept many companies from accepting reinsurance. It has often appeared that European reciprocity is more profitable. The last years have seen some changes in this and today there is even profitable available reciprocity in the U.S. Reciprocity should not be made an essential requirement to the placing of reinsurance among companies in the hemisphere. Spreading out the risk is the most important function of reinsurance.

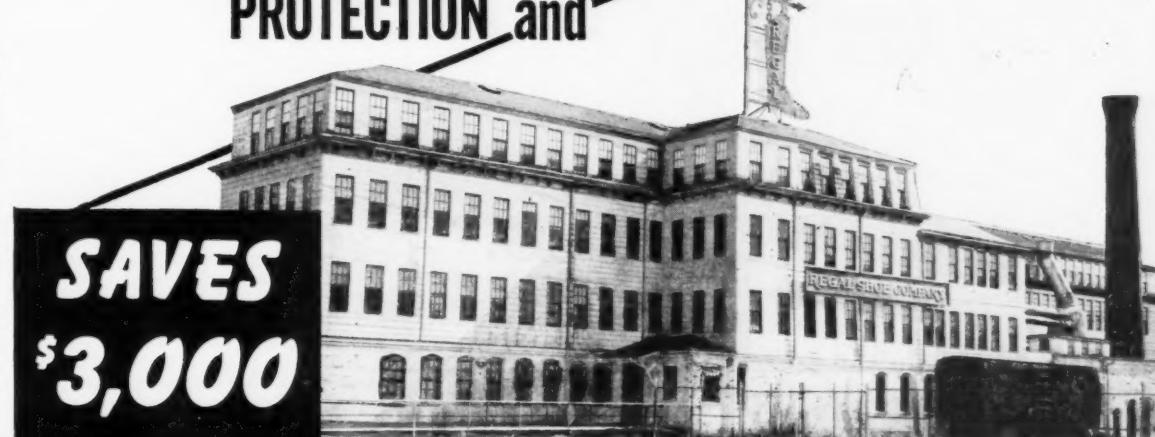
A reinsurance center for the ex-

change of ideas should bring together all information and experience on reinsurance in the hemisphere. Various educational organizations have started on this in their own countries, but the next step is to make it available to all members of the hemispheric conference. Instituto de Resseguros do Brasil has collected a large amount of information and has done considerable research, and Insurance Society of New York has the best library in the U.S. on the subject.

A reinsurance market composed of

(CONTINUED ON PAGE 12)

REGAL SHOE COMPANY protects its property *Automatically....* gets better FIRE and BURGLARY PROTECTION and



**SAVES
\$3,000
A YEAR**

ADT Automatic Protection Service has proved a better safeguard for our property, profits and employees' welfare than other types of protection. It has also saved us at least \$3,000 a year.



Dr. Clowes

Treasurer
Regal Shoe Company

Most important to the Regal Shoe Company of Whitman, Mass., is the protection of its warehouse from which shipments are made to 110 Regal retail stores throughout the country. For this purpose the management chose a combination of ADT Sprinkler Supervisory and Waterflow Alarm, Burglar Alarm and Industrial Process Supervisory Services. The Regal factory is also ADT-protected.

Mr. Clowes' statement typifies the comments of many executives, from coast to coast, who know that ADT Automatic Services give more security than can be obtained by any other method...and at less expense.

ADT Electric Protection Services guard every type of property, new or old, sprinklered or unsprinklered. The appropriate ADT Fire Alarm Service will detect fire and notify the fire department *automatically*. ADT Burglar Alarm Service will *automatically* summon police when burglars attack. ADT Heating and Industrial Process Supervision will *automatically* detect and report other abnormal conditions.

ADT safeguards, electrically, many billions of dollars' worth of tangible and intangible assets owned by 56,000 subscribers in 1,600 communities. An ADT specialist will show you how combinations of engineered services can protect your property.

Call our Commercial Department if we are listed in your phone book; or write to our Executive Offices.

ADT

Controlled Companies of
AMERICAN DISTRICT TELEGRAPH COMPANY
A NATIONWIDE ORGANIZATION
Executive Offices
155 Sixth Avenue, New York 13, N.Y.

LONG HAUL TRUCKS ALL CLASSES

Filings ICC and 48 States
BIPD—Fire, Theft & Collision—Cargo
Primary and Excess

**EXCESS COVERS—SURPLUS LINES
CASUALTY—FIRE—MARINE**



E. J. GLOVER & CO.
CHICAGO 4, ILLINOIS

Harrison 7-9376

175 W. Jackson Blvd.

Teletype CG 1636

DO YOU RECOGNIZE THIS INSURANCE BIRD?



Plagued by mishaps in his factories, he's beginning to suspect fowl play. Selling him will be a lark for the first Producer-bird who acquaints him with the services of American-Associated's Safety Engineers. Skilled at locating and eliminating industrial hazards, they nip accidents in the bud and help reduce insurance costs.

AMERICAN-ASSOCIATED INSURANCE COMPANIES
SAINT LOUIS 2, MISSOURI



Collapse Exclusion Did Not Specify Contents, Court Rules

The Tennessee supreme court held for insured in a case that turned on the language of an exclusion on a property damage liability contract, 31 CCH fire and casualty, 430. This was Kuhn's of Brownsville vs Bituminous Casualty.

Kuhn's undertook to remodel two store buildings into one in the business section of Brownsville, Tenn. for a retail store. Following some excavation work, and the removal of the wall between the two buildings, these two buildings plus one adjoining on the east collapsed and the buildings and contents became a total loss. This was on May 27, 1952. On May 29, the building on the west collapsed and with its contents became a total loss. There was no excavation work done between those two dates.

The owners of the property on the east and on the west filed claims against Kuhn's. Kuhn's notified Bituminous Casualty of the claims and the company denied liability.

Kuhn's contended that while the exclusion in the policy (g) referred to the destruction of buildings or contents, the exclusion (h) referred only to the collapse of building, and did not refer to contents. Consequently its suit was to make the insurance company liable for the \$14,800 of personal property destroyed by the collapse of the building May 29. The insurer contended that exclusion (h) excludes damages to real or personal property.

The court called attention to the fact that the term "or contents thereof" was inserted in paragraph (h) makes it doubtful whether the building contents were ever in the mind of the parties in connection with this exclusion, and this doubt should be resolved in favor of insured.

The policy was for 10/25, and a second question in the case was whether there was one accident or two. This would make a difference of \$15,000 in the liability of the insurer. The court concluded that there were two accidents and that the coverage was \$25,000.

Denney, Leftwich & Glasgow, Nashville, appeared for Kuhn's and Norvell & Minick, Nashville, for the insurer.

Derrick & Derrick agency, Frankfort, Ind., will move from the Peoples Life building, where it has been since its founding in 1916, to larger quarters at 12 South Main street.

Oral Contract Did Not Exist, Court Holds in Defining What One Is

Twenty insurers were upheld in their denial of liability on an oral contract by Kentucky court of appeals, in Campbell and others vs Aetna Ins. Co. and others, 31 CCH fire and casualty, 421.

Silas Campbell and Pittsburgh Consolidation Coal Co. sued the insurers to recover \$118,000 after a building was destroyed by fire. The lower court held that the parties had not entered into an insurance contract because the evidence failed to establish that there was a meeting of the minds upon the following essential elements of an oral contract of insurance—amount of insurance, rate, and identity of the parties.

Under the contract Campbell had with the coal company he was to obtain workmen's compensation, public liability and property damage insurance but there was no requirement of fire insurance. However, after the contract was entered into, Campbell and C. E. Hennen of the coal company, agreed that fire and extended coverage should be carried on the construction of the building to cover the interest of each, at the expense of Campbell. Hennen explained he had overlooked placing the fire insurance requirement in the original contract.

Campbell said he talked with A. H. Noel, manager of the Lewis, Noel & Jones agency at Harlan, Ky., requesting Noel to provide fire insurance in the amount of \$120,000. There was a conversation between Noel, Campbell's son and Hennen about insurance requirements. As a result of this conference, insurance required by the written contract between the coal company and Campbell was ordered and policies issued. However, no fire and EC policies ever were issued.

When the building was about 98% complete it was destroyed by fire. Content of Campbell and the coal company was that the conversations between them and the agency bound the 20 insurers by oral contracts.

In upholding the findings of the lower court, the appeals tribunal said that the essential elements of a contract of insurance whether verbal or written, concerning which there must be an understanding are: subject matter, risk insured against, rate, duration, amount and identity of parties.

COMMENCED BUSINESS 1924

The Manhattan Pays Tribute On Its Thirtieth Anniversary

Yes, we at The Manhattan Fire & Marine pay heartfelt tribute this year—and every year—to the thousands of local agents who are responsible for our steady growth since 1924. We are proud of the progress we have made together. We hope to continue to share that pride for many anniversaries to come.

THE **Manhattan**

FIRE & MARINE INSURANCE COMPANY

99 John Street

New York 38, N. Y.

MORE AND MORE AGENTS AGREE: "MAKE MINE MANHATTAN"

N. Y., N. J. Adopt 7-Class Auto BI-PDL

The 7-class rating plan of National Bureau and Mutual Bureau for BI and PDL coverage of private passenger cars has been approved in New York and New Jersey. It is effective in New York Sept. 1 and in New Jersey Aug. 23. No rate level change is involved in either state. In New Jersey, filings by both bureaus of extended medical payments insurance also have been approved.

This is the rating plan which has been in effect in many other states for some time.

Classes 1A and 2A will receive premium reductions and those in class 3 will pay approximately the same rate. The other four classes will have higher rates.

In New York companies will continue to use the demerit rating plan which requires motorists who have accidents to pay higher rates than accident free drivers which is in effect only in New York.

The bureaus have also expanded the present two classes for farmers to four.

U. S. Insurance Men Visit Chilean Dignitaries

United States-Chilean relations, long pleasant and fruitful to both countries, received additional impetus and support at a luncheon given in honor of Daniel R. Ackerman, chairman of Great American and past president of American Foreign Insurance Association. He had an audience with the president of Chile, Senor Carlos Ibanez, at the presidential palace. Others who attended were L. C. Irvine, general manager of AFIA; Manuel Valdez, president of El Condor Compania de Seguros; and Frank L. Tomlinson, AFIA supervisor for Chile.

Among the distinguished guests at the luncheon were Julio Chana, superintendent of insurance of Chile; Luis Kappes, president of Caja Reaseguradora de Chile, government-owned Chilean reinsurer; Eduardo Ross, general manager of Caja; Senor Valdes; and directors of El Condor and Italo Chilena Compania de Seguros, leading Chilean insurers.

Mr. Irvine accompanied Mr. Ackerman on his Chilean visit.

Church Mutual Wins Line

By virtue of a 30% dividend, the Church Mutual, through Guaranty agency of Seattle, was awarded the fire and extended coverage contract covering values of \$181,000, on a 90% average clause basis, at the Black Diamond Housing Project on a gross five year bid of \$2,101.41.

The King County Housing Project also received identical gross bids from Northwestern Mutual on behalf of Jack Sprenger and Monarch agency with a dividend of 20%; Oregon Mutual on behalf of R. B. Palmer and Riley Kuehn with a 20% dividend; and General of Seattle on behalf of Donald A. Bell with a 15% dividend. Three year bids of \$1,312.15 were made by Northwestern Mutual for Byington, Rycharde & Hurley with a dividend of 20% and by Northern of New York for the same agency with a 15% dividend. The General made a three year bid by Harry O. Lieske with no dividend indicated of \$1,316.24.

Hold Outing at Madison, Wis.

MADISON, WIS.—The annual outing of Madison Insurance Board was held at the Blackhawk Country Club, with members of the insurance department and Fire Insurance Rating Bureau as guests. Neil R. Baer was chairman of the committee. The program included golfing and other outdoor sports, concluding with an evening dinner.

which will result in reduced premiums for the vast majority of farmers.

In comparing rates, for 10/20/5, former class 1 in Manhattan, Bronx, Brooklyn took a premium of \$144, class 1A now takes \$139. In Nassau county the comparison is \$72 for former class 1, \$65 for class 1A; in Rockland county, \$62 for class 1, \$56 for class 1A; in Utica, \$84 for class 1, \$74 for class 1A; in Buffalo \$78 for class 1, \$69 for class 1A; and in Albany \$100 for class 1, \$88 for class 1A.

The differentials in rates applicable

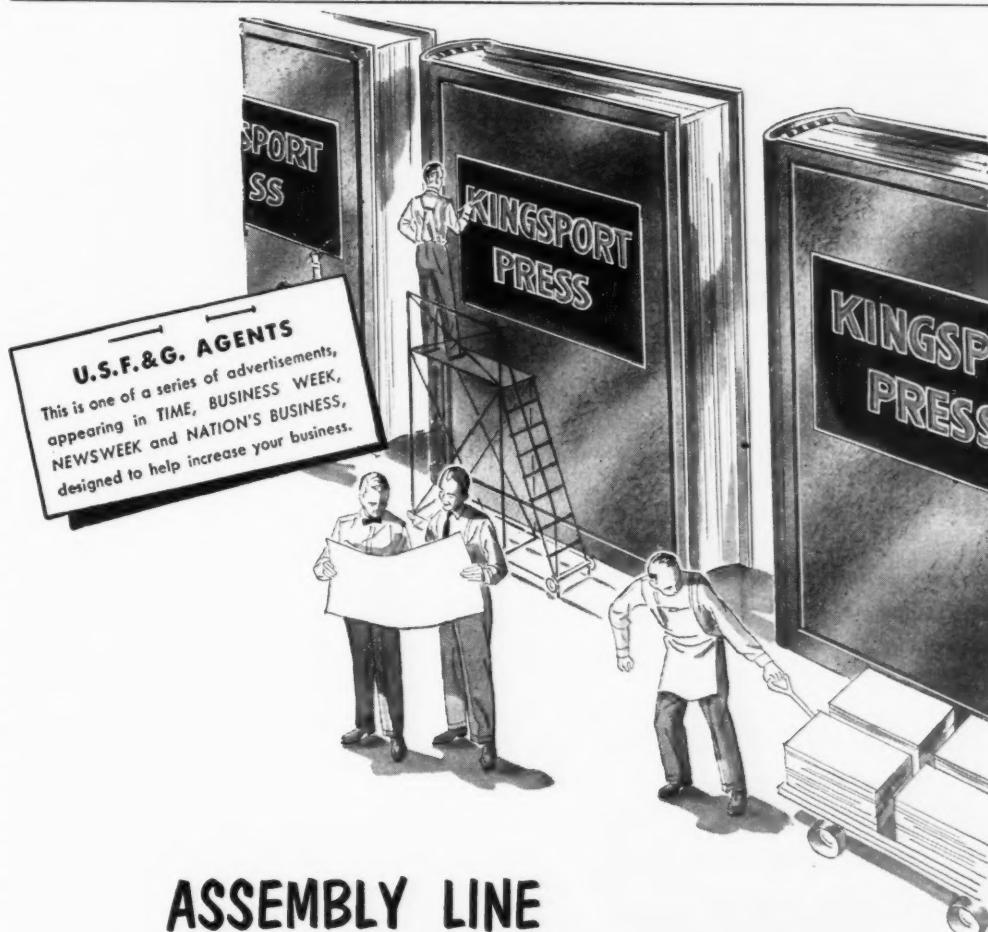
in Manhattan, Bronx and Brooklyn are different from those applicable in the remainder of the state and in other states. The generally used differentials, expressed as a percentage of the base class 3 rate, are, for the six other classes, 60, 70, 85, 110, 125, and 150. In Manhattan, Bronx and Brooklyn they are 68, 73, 77, 10, 125 and 150.

Right along the insurers have concluded that experience in New York City was worse and not better.

In general the 7-class plan country over is said to be giving some insurers

difficulty with the 1C rate for insured who drives 10 or more miles to work. This is because many independents are not using the 1C breakdown at all but charge 1B rates for all insured who drive to work.

Apparently, however, the 7-class plan has proved fairly satisfactory for most insurers. It is said that many of them, and particularly the mutuals have been able with it to retain auto business, though it is not regarded as a device that will in itself enable the insurer to increase its auto insured.



ASSEMBLY LINE for the shelf that's never full

For three decades, Kingsport Press, Inc. of Kingsport, Tennessee, has been mass-producing millions of books to meet the unending demand of America's bookshelves.

Although far from metropolitan book publishing centers, Kingsport Press has become one of the world's largest contract book manufacturers. Last year, more than 20 million hardbound books of every size and shape, on every conceivable subject, were printed for America's schools,

libraries and homes.

Since 1928, Kingsport Press has relied on U. S. F. & G. to supply the various bonding and insurance coverages essential to the success of any business operation.

Whether you make books or read them, own a business or your home, no matter what you do or where you are, there are U. S. F. & G. coverages to meet your individual needs.



Over ten thousand agents . . . there's one in your community.
Consult him as you would your doctor or lawyer.

U.S.F. & G.

CASUALTY-FIRE
INSURANCE
FIDELITY-SURETY
BONDS

United States Fidelity & Guaranty Company, Baltimore 3, Md.
Fidelity Insurance Company of Canada, Toronto

*S*erving the Public, Commerce and Industry
through the LOCAL INSURANCE AGENT . . .

BURGLARY

AUTOMOBILE

GENERAL LIABILITY

COMPREHENSIVE LIABILITY

WORKMEN'S COMPENSATION



Western Division and Home Office: 1671 Wilshire Blvd., Los Angeles, California

Mid-West Division: 108 E. Washington Street, Indianapolis, Indiana

Southern Division: Mercantile Commerce Building, Dallas, Texas

Delaney Blueprints Spread of Hemisphere Reinsurance

(CONTINUED FROM PAGE 9)

many companies, each operating individually and extending reinsurance operations from Cape Horn to Alaska, is needed. Not enough companies have been thinking in terms of a hemispheric market, a market that would promote friendship and solidarity, that would accept reinsurance from all parts of the hemisphere. Each company would accept participations in other treaties and, likewise, cede its own business to other companies in the hemisphere.

This is not an attempt, Mr. Delaney said, to eliminate the reinsurers in Lloyds and Europe, but to further the diversification of reinsurance in a hemispheric market. There is a wide awakening and receptiveness in South, Central and North America to accepting reinsurance from companies in the hemisphere.

He pointed to Alianza, a reinsurance association of Mexican companies that have banded together to form a reinsurance pool. It not only accepts business in Mexico but from other countries. There is also the Instituto de Resseguros, which acts as a reinsurance center for Brazilian companies and, in turn, spreads the risks outside the country by retrocessions.

The professional reinsurer that does not write direct business and the direct writing companies that also accept reinsurance both have a place in a hemispheric reinsurance market, he said.

In discussing reinsurance, emphasis must be placed on the spreading of the risks. This spreading is best done by dividing up each reinsurance treaty into as many parts as possible so as to have many reinsurers. This division exists to a great extent in the fire business but much less in the casualty field. It is a mistake to concentrate all reinsurance with one reinsurer. The reinsurer that has all the reinsurance of a ceding company acquires a great deal of control over the ceding company. This would not be the case where there are four or five or more reinsurers on a contract.

The reinsurer benefits from this spread of the reinsurance by suffering a proportionately less amount in the event of a large catastrophe or substantial loss due to his proportionately smaller interest in the treaty.

N. J. Annual, Sept. 17-18, to Have Education Theme

The theme this year of the annual meeting of New Jersey Assn. of Insurance Agents Sept. 17-18 at Atlantic City again will be education. On the program the first day will be Harry Melville, American, who will discuss the new broad dwelling forms; Frederick W. Doremus, Eastern Underwriters Assn.; William J. Dearden, New Jersey motor vehicle director, and Leon A. Watson, manager of Fire Insurance Rating Org. of New Jersey.

Agency advertising will be covered the following day. The meeting will be supervised by Alan H. Miller, Hackensack, chairman of a research committee of Eastern Agents Conference.

General chairman of the two-day meeting is Harry G. Mather, Trenton, chairman of the association's executive committee. There will be a special ladies' feature the afternoon of the first day and the usual recreational events will be held.

Driver Education Awards Presented to 16 States

Sixteen states judged outstanding in driver education were honored at the annual national high school driver education award program, sponsored by Assn. of Casualty & Surety Cos., at New York City. Awards were made on the basis of percentage of students enrolled in driver courses, number of hours of classroom work, number of hours of practice driving, educational background of teachers and percentage of high schools in which the subject is taught.

The states honored were Massachusetts, which received the award of excellence; Arizona, California, Connecticut, Delaware, Oklahoma and New York, which received awards of honor, and Michigan, Minnesota, Nevada, New Jersey, Ohio, Pennsylvania, Vermont, Virginia, and Wisconsin, which received awards of merit.

Among the judges was J. Dewey Dorsett, general manager of the association.

Bufkin to Risch & Co.

Clyde Bufkin, who has been office manager for several years for Cullen & Crowther general agency of St. Paul, has joined Risch & Co. of Omaha as manager. Before joining Cullen & Crowther, Mr. Bufkin was with St. Paul-Mercury Indemnity for six years.

R. I. Mutual Writes Glass, Burglary

Rhode Island Mutual is now writing plate glass and residence burglary as well as its usual line of automobile and comprehensive personal liability, with an anticipated dividend of 10%.

**CLOSE THE DOOR
TO COMPETITION**
**Write it
in
Northwestern**

Contact the department
office nearest you



NORTHWESTERN
MUTUAL FIRE ASSOCIATION

• HOME OFFICE • SEATTLE • WASHINGTON •

WESTERN: Los Angeles Missoula
Phoenix Portland Salt Lake City
San Francisco Vancouver, Canada

EASTERN: Chicago Columbus
New York
SOUTHERN: Raleigh Dallas

**LEONHART
AND COMPANY, INC.**

REINSURANCE

TREATY • FACULTATIVE

CATASTROPHE • SPREAD LOSS
SURPLUS • EXCESS • QUOTA SHARE

BALTIMORE, 3

SOUTH & WATER STS.

5A Saratoga 7-3500

NEW YORK, 5

27 WILLIAM ST.

Hanover 2-3339

Agenda Readied for Mich. Agents Annual Sept. 20-21

Plans have been completed for the annual convention of Michigan Assn. of Insurance Agents, to be held Sept. 20-21 in the Hotel Pantlind, Grand Rapids.

The convention's theme, "The Changing Scene," will be keynote Monday afternoon in a talk by Raymond K. Belknap, president of United States Life and vice-president of Continental Assurance. Following his talk Roy A. Duffus, Rochester, N. Y., will talk on "What is This Thing Called Service?"

The business meeting will be held Monday morning, presided over by President Harry E. King, Calumet. There will be a dinner meeting that evening of officers, executive committee and presidents of local boards.

A panel on "How Much Necessary Detail" will open the Tuesday session, with Stuart W. Doty, Grand Ledge; Kenneth J. Scott, Detroit, and Richard P. Lyman, Lansing, as participants. Bernard P. McMackin, Jr., assistant editor of the *F. C. & S. Bulletins*, then will explain the new broad dwelling forms.

Paul A. Miller of Michigan State College will talk on "The Changing Scene" following the luncheon when several awards will be made. C. M. Verbiest, Detroit, will describe the functions of an association service designed as an aid for motorists. Commissioner Navarre will administer the oath to new officers at the banquet that evening.

Coronet Article Tells Facts of Major Medical

Appearing in the September issue of *Coronet* magazine, which was released Aug. 24, there is a highly favorable article on major medical—"The Newest Kind of Medical Insurance"—by Peter Wyden. In contrast to some A&H articles which have appeared from time to time in various magazines and newspapers, the story clearly indicates that the author had made sure of his facts before undertaking the project.

In addition to a clear explanation of what the policy is, what it covers, and does not cover, Mr. Wyden has included several case histories which dramatically point up the value of catastrophe cover.

Also, prominently boxed and included with the story, giving it additional emphasis, is a statement by Dr. Edward F. McCormick, president of American Medical Assn., pointing out that the medical profession believes financing medical care is primarily an individual responsibility and voluntary insurance coverage against catastrophic costs of illness is a realistic approach to this problem. "Its development on an experimental basis and its acceptance by the public is indeed gratifying."

Reports W. C. Results Better

Pacific Employers of Los Angeles shows in its June 30, 1954, financial statement establishment of a reserve of \$1 million for payment of dividends on 1953-54 year-of-issue workmen's compensation policies.

The company report shows experience on 1953 year-of-issue policies as an improvement over 1952. On 1953 compensation business of \$8,574,718 dividends to policyholders amounted to \$687,717, 8% to premiums written.

At June 30 the company had assets of \$28,712,556 with capital and surplus of \$5,344,106.

FIRE!



Put it out in seconds with a Kidde portable extinguisher!

When fire strikes, there's just one thing to do—Put it out *fast!* That's why it's so vital to have Kidde portable extinguishers near every fire hazard... because Kidde portables, with their special fast-acting trigger release, are made to swing into action at a moment's notice.

You just grab a Kidde CO₂ or Dry Chemical portable, aim the horn, and pull the trigger. Whoof! The fire's smothered right in its tracks!

And don't forget big hazards like spray booths, dip tanks, electrical equipment and flammable liquids. See that

they get the built-in protection of a Kidde Fully Automatic CO₂ Fire Extinguishing System.

Don't wait—Contact Kidde today!

Kidde

The words 'Kidde', 'Lux', 'Lux-O-Matic', 'Fyre-Freez' and the Kidde seal are trademarks of Walter Kidde & Company, Inc.

Walter Kidde & Company, Inc.

843 Main Street, Belleville 9, New Jersey



Walter Kidde & Company of Canada, Ltd., Montreal-Toronto

ALBUQUERQUE ATLANTA DALLAS DENVER NASHVILLE
OKLAHOMA CITY ST. LOUIS SEATTLE PORTLAND

UNIVERSAL INSURANCE UNDERWRITERS

operating as

Homer Bray Service

in

Washington, Oregon, Texas, Georgia, Alabama & Florida

The Universal Insurance Underwriters is merely a Managing General Agency, holding automatic quota share and excess treaties in a pool of stock companies, for writing certain hazardous line coverages. We write no direct business, but operate strictly through agents. We were organized in 1949, and have confined our writings more or less to States West of the Mississippi until recently. We are in a position to file in all 48 States, Canada and Alaska. Except for Massachusetts, we will consider agreements with local agents any place in the above territory. Retained limits \$100,000/300,000/100,000 on all lines except gasoline, butane and explosives. On gasoline and butane, \$50,000/100,000/50,000. We do not solicit local operations written by domestic companies, except for butane. We solicit long haul operations for B. I. & P. D., Medical Payments on:

M.C.I.
BUTANE
AMMONIA

LONG HAUL
OIL FIELDS
EXPLOSIVE HAULERS
BEAUTY PARLOR MALPRACTICE, LAWYERS, DOCTORS MALPRACTICE IN SMALL TOWNS

LLOYDS
PRODUCE
PRODUCTS

HAUL AWAY
LIVE STOCK
HOUSE MOVERS

BUSES
GASOLINE
COMP. GEN.

DRIVE AWAY
U-DRIVE-IT
GRAIN HAULERS

Box 1008

Albuquerque, N.M.

Phone 3-4561

Auto Collision Experience for 1953

The accompanying tables of automobile collision liability experience were compiled by the New York department from insurance expense exhibits filed by companies licensed in New York. The figures include coun-

try-wide earned premiums and incurred losses. Incurred losses are based on case estimate reserves and exclude allocated claim expense. Expense ratios include both allocated and unallocated claim expense. The national statistics are on the net basis after reinsurance. All ratios are based on earned pre-

miums, except commissions and brokerage and taxes and fees, which are based on written premiums. Expenses do not include federal income tax, and net gain shows results before federal income tax.

Total and aggregate figures include the business of all companies. However, individual company results are not printed for those with a premium volume less than \$10,000 in a given line.

Boiler and machinery experience and automobile fire, theft and comprehensive aggregates are on page 15.

COMPANY	Net premiums written (Countrywide)	Net premiums earned (Countrywide)	UNDERWRITING RATIOS (Countrywide)				ANALYSIS OF EXPENSES (Countrywide)				
			Losses incurred "E"	Expenses (adjusted)	Net gain (adjusted)	Loss adjustment "E"	Commission and brokerage "W"	Other administrative "W"	General "E"	Taxes and fees "W"	
Accident and Casualty	\$632,658	\$604,202	42.8	47.9	9.3	7.8	30.2	4.2	3.4	2.3	
Aetna Insurance Group	9,214,408	8,032,138	51.1	48.6	3.5	6.2	26.6	6.7	6.4	2.9	
Agricultural Group	3,223,043	2,677,618	54.1	41.6	1.6	7.7	24.7	5.9	5.9	2.3	
Albany	198,358	191,121	48.1	45.0	6.9	5.5	21.0	6.2	1.9	4.4	
Alliance Assurance	587,996	506,147	49.1	38.0	12.9	5.2	22.6	3.6	4.2	2.4	
Allied Fire of Utah	187,233	202,463	42.7	29.9	27.4	6.2	9.3	4.2	8.0	2.2	
Allstate	19,050,356	17,921,994	39.2	31.1	29.2	2.4	29.4	30.0	10.7	5.1	
Allstate Fire	17,370,126	12,950,000	42.9	30.9	20.8	7.7	24.1	5.9	5.9	2.3	
Alpina	1,415,705	15,780	44.7	44.5	10.8	4.6	34.5	—	2.7	2.7	
American	7,422,805	7,504,034	47.8	36.3	15.9	4.9	23.4	2.9	2.5	2.6	
American Automobile	1,072,270	695,937	37.3	46.7	16.0	7.1	23.1	8.1	4.9	3.5	
American Automobile Fire	9,803,430	5,333,000	53.0	49.7	15.5	6.8	27.1	7.7	5.2	2.6	
American Casualty & General	2,309,467	2,015,523	44.6	45.0	5.3	3.0	30.1	4.2	3.1	2.3	
American Central	715,695	706,888	41.4	50.5	8.1	5.9	29.6	5.2	5.1	3.8	
American Eagle Fire	1,285,393	1,342,355	39.5	47.7	12.8	5.5	25.2	7.9	6.6	2.5	
American Employers	693,745	785,768	40.6	50.4	9.0	5.1	26.6	4.0	11.2	3.2	
American Employers of N. Y.	908,430	909,450	49.9	52.0	6.6	2.5	30.9	4.9	5.1	3.2	
American Family & Cas.	635,241	115,625	101.9	28.0	-29.0	4.7	53.8	2.2	7.5	6.4	
American Fidelity Fire	2,388,211	2,300,567	62.7	41.8	-4.5	3.3	29.3	1.1	3.1	6.0	
American Guarantee & Liability	1,811,239	313	31.3	36.8	31.9	1	25.5	2.1	8.0	1.5	
American Home	7,276,549	433,496	53.1	45.5	1.4	6.1	28.6	3.2	3.3	4.3	
American Motors	2,147,400	2,028,731	38.0	32.7	34.3	5.0	15.2	6.6	3.6	2.3	
American Motors Fire	245,187	233,065	24.8	43.6	31.6	3.9	21.7	7.6	7.9	2.5	
American Policyholders	437,912	457,135	40.3	30.0	29.7	4.8	9.4	6.7	4.6	2.1	
American Surety Group	2,670,438	2,784,609	38.5	46.5	15.0	8.1	25.0	3.7	6.9	2.8	
American Union of N. Y.	\$606,400	\$558,800	53.3	51.6	-4.9	7.1	30.0	8.0	4.1	2.4	
Associated Indemnity	11,334	14,284	9.4	32.1	55.5	3.9	3.2	8.5	11.6	1.9	
Assurance of America	1,009,093	867,702	48.9	10.7	10.4	5.9	29.1	3.3	2.8	2.6	
Atlas Assurance	705,432	764,481	48.0	45.2	6.8	5.6	31.0	6.3	1.9	4.4	
Automobile of Hartford	17,328,154	16,389,435	35.2	17.0	14.3	6.2	26.6	7.6	4.1	2.8	
Balboa	1,195,071	1,218,982	49.2	46.9	3.9	7.4	29.8	4.4	2.4	2.9	
Bankers and Shippers	2,767,528	2,423,150	55.1	28.1	6.8	5.5	24.2	3.0	2.2	2.5	
Birmingham Fire & Casualty	151,555	51,160	51.1	42.0	-5.5	3.0	35.0	2.2	3.2	3.2	
Birmingham Fire of Pa.	312,899	322,491	18.8	40.0	5.2	6.1	25.4	2.2	2.9	2.9	
Boston Group	5,132,602	5,184,502	52.2	44.5	5.3	4.5	31.1	3.2	3.9	8.8	
British America Assurance	135,035	132,853	45.5	46.9	7.6	6.7	27.8	4.3	5.2	2.9	
British General	109,455	101,497	41.1	56.6	8.0	2.0	29.2	2.2	5.2	3.0	
Buffalo	1,242,100	1,242,100	47.0	51.1	1.7	4.3	31.2	5.9	1.1	1.1	
Calderon Group	535,915	518,882	49.5	52.3	-1.8	6.6	32.6	5.8	4.6	2.2	
California	451,679	431,012	41.4	50.1	8.5	5.9	29.9	5.2	5.7	3.4	
Calgary Fire Ins. Ass'n	1,911,060	1,725,626	51.7	45.7	2.6	7.6	26.8	4.2	4.1	3.0	
Cavco Ins. Corp.	829,638	826,738	23.8	24.0	-0.2	7.0	25.1	5.2	3.0	3.0	
Central Surety and Ins. Corp.	521,711	503,900	33.7	28.0	14.4	6.0	31.2	2.2	5.6	3.0	
Citizens Casualty of N. Y.	320,320	351,471	39.1	57.2	8.2	7.5	32.0	4.1	5.8	3.3	
Citizens Casualty of N. Y.	32,447	30,988	45.9	31.8	22.6	9.3	9.2	4.4	5.8	3.1	
Columbia of N. Y.	187,438	180,604	41.2	53.6	4.9	5.1	27.7	7.2	10.2	3.7	
Commercial of Newark	2,029,110	1,669,882	59.2	48.1	1.1	8.1	25.1	6.1	5.9	2.9	
Commercial Union Assurance	458,504	1,282,869	41.9	50.1	8.2	5.9	29.9	5.2	3.7	3.7	
Commercial Union Fire	363,290	341,375	41.1	50.6	8.0	5.9	29.6	5.2	5.7	3.9	
Continental	10,772,217	10,439,676	41.6	47.8	7.2	6.0	33.3	4.0	3.8	1.1	
Continental Casualty	4,511,601	2,701,572	19.9	37.0	12.5	6.4	24.4	2.0	3.6	1.2	
Dubuque F. & M.	96,672	72,788	52.2	64.1	-18.3	11.3	33.1	3.5	14.2	2.0	
Eagle Star	22,215	24,716	60.8	52.9	-13.7	35.8	38.1	2.0	—	0.0	
Employers' Fire	3,164,098	3,282,200	37.6	46.6	15.8	3.6	29.6	3.1	7.4	2.9	
Employers' Liability	1,262,982	1,128,353	42.3	49.4	11.3	4.8	25.2	4.3	8.7	3.4	
Europa-Security F. & M.	601,725	63,615	53.4	47.6	-1.3	5.6	28.6	6.0	4.0	2.6	
Fidelity of N. Y.	319,478	200,715	45.5	58.8	13.8	5.4	21.0	3.7	4.2	2.3	
Fidelity & Casualty	8,465,891	7,387,690	49.6	36.6	13.8	5.4	21.0	3.7	4.2	2.3	
Fidelity-Phenix Fire	8,789,859	8,228,780	43.4	47.6	9.0	5.9	31.7	3.5	2.6	.9	
Fire Ass'n of Phila.	3,656,799	3,141,217	55.1	47.3	-2.4	7.1	27.7	5.6	4.0	2.9	
Firemen's Fund	6,529,059	6,226,674	48.2	45.2	-7.3	2.7	25.1	4.6	4.7	2.9	
Firemen's Fund Indemnity	3,299,635	3,127,563	41.7	45.4	12.9	6.1	24.3	6.8	5.8	2.4	
Firemen's of Newark	6,821,238	6,465,989	47.6	49.9	11.5	6.6	25.5	4.6	3.9	3.3	
Firemen's of W. & G.	17,469	15,327	60.9	56.5	-17.4	11.9	38.0	—	6.0	—	
First National of America	451,416	385,194	51.5	43.6	1.9	4.2	28.6	6.1	1.8	2.9	
Founders	317,524	309,754	34.7	58.6	6.7	11.6	27.3	11.9	5.3	2.5	
Franklin National	430,393	403,115	45.4	44.7	9.5	6.3	26.8	4.6	4.5	4.5	
Fulton Fire	8,791,095	8,333,165	35.5	40.2	24.3	4.0	26.1	4.8	2.9	2.4	
General Acc. F. & L. Assur.	3,621,056	3,456,821	33.6	45.3	11.1	8.0	27.7	2.4	4.5	2.1	
Grand of Phila.	675,852	625,554	47.0	49.5	6.9	6.6	24.7	4.0	3.8	2.5	
General Acc. F. & L. Assur.	3,621,056	3,456,821	33.6	45.3	11.1	8.0	27.7	2.4	4.5	2.1	

(CONTINUED ON PAGE 16)

MAKE YOUR MARKET UNIVERSAL

REINSURANCE SURPLUS LINES

Fire, Casualty and
Compensation Capacity
in Domestic and
Foreign Markets

The logo for Universal Underwriters Agency, Inc. features a stylized globe with a grid pattern, centered on the North American continent. The words "UNIVERSAL COVERAGE" are written in a bold, sans-serif font, curved along the top edge of the globe. Below the globe, the company name "Universal Underwriters Agency, Inc." is written in a large, bold, italicized font.

American Bldg. • Seattle 4 • SEneca 6369

PORLAND • VANCOUVER, B. C.

CONTACT US BY WIRE OR TELETYPE

NO DIRECT BUSINESS

BOILER AND MACHINERY EXPERIENCE — 1953

LOSS AND EXPENSE RATIOS { "E" — based on earned premiums
"W" — based on written premiums

COMPANY	Net premiums written (Countrywide)	Net premiums earned (Countrywide)	UNDERWRITING RATIOS (Countrywide)			ANALYSIS OF EXPENSES (Countrywide)					
			Losses incurred "E"	Expenses (adjusted)	Net gain (adjusted)	Loss adjustment "E"	Commission and brokerage "W"	Other acquisition "E"	General "E"	Taxes and fees "W"	
STOCK COMPANY AGGREGATES											
1951	\$12,070,401	\$33,550,550	28.0	65.7	6.3	2.6	17.7	8.3	32.9	4.2	
1952	33,285,711	38,153,214	22.1	63.6	11.1	1.1	14.9	7.2	31.5	3.4	
1953	41,483,223	38,019,782	22.3	64.6	13.1	2.3	18.4	8.2	32.1	3.0	
MUTUAL COMPANY AGGREGATES											
1951	14,425,324	12,284,137	21.9	34.0	44.1	2.2	3.6	7.1	19.0	2.1	
1952	12,793,288	13,109,909	21.1	35.6	43.3	2.3	3.8	6.8	20.5	2.2	
1953	15,633,383	14,596,391	19.5	36.8	43.7	2.1	3.9	7.4	21.1	2.3	
REINSURANCE COMPANY AGGREGATES											
1951	919,318	807,671	38.7	10.7	59.6	-5	7.2	1.4	2.4	.2	
1952	632,206	844,040	10.2	20.1	69.7	1.1	17.2	.6	2.0	.2	
1953	762,608	886,204	20.0	24.3	49.7	1.9	19.6	.9	1.8	.1	
1953 EXPERIENCE Stock Companies											
American Central	32,536	32,524	25.2	-4	75.2	-6					
American Employers	603,480	818,233	12.2	53.7	34.1	6	19.6	2.6	28.3	2.8	
American Guarantee & Liability	976,619	980,190	32.5	72.5	-5.0	.8	20.8	2.6	44.8	3.5	
American Motorists	50,612	50,612	56.1	5	43.4	.5					
Amer. Indemnity	-63,362	13,053									
California	19,833	19,833	28.7		71.3						
American Casualty	94,055	81,055	33.1	63.3	5.3	24.4	2.4	37.4	3.5		
California Union Assurance	63,466	63,466	28.0	4.5	69.2	2					
Commercial Union Fire	15,866	15,866	28.7	10.2	61.1	10.2					
Continental Casualty	37,109	16,828	.8	52.4	49.8		52.4				
Employer Liability	1,471,916	1,342,024	8.8	79.9	11.3	3.3	21.1	4.4	48.2	2.9	
Fidelity & Casualty	2,676,053	2,794,606	21.6	69.9	8.5	2.0	25.0	5.9	31.4	4.6	
General Casualty of Am.	182,482	201,482	31.4	64.2	4.4	2	18.9	10.2	32.3	2.4	
Hartford Fire Ins.	12,700,318	10,100,318	22.1	61.9	13.1	1.1	11.6	1.1	30.1	3.2	
Lombard Guaranty & Acc.	334,339	289,489	17.0	73.5	9.5	2.5	24.3	3.7	39.8	3.2	
Maryland Casualty	2,745,039	2,349,660	14.6	65.5	19.9	4.4	19.1	5.5	33.9	2.7	
Ocean Acc. & Guarantees	2,671,010	2,175,110	22.4	67.9	9.7	2.4	23.9	5.4	31.6	4.6	
Pacific Indemnity	433,460	493,382	22.0	73.0	5.0	1.9	26.8		41.8	2.5	
Palatine	11,111	11,111	28.7	11.8	59.5	14.5					
Phoenix Indemnity	222,226	190,991	17.0	73.5	9.5	2.5	24.3	3.7	39.8	3.2	
Royal-Liverpool Group	1,804,970	1,915,553	11.0	80.7	8.3	2.9	24.0	5.5	44.2	4.1	
Travellers Group	9,180,605	6,814,400	29	55.7	15.7	2.1	14.9	7.8	28.2	2.7	
Union Assurance Society	11,107	11,107	28.7		71.3						
Totals — Stock Companies	\$44,583,223	\$38,619,782	22.3	64.6	13.1	2.3	18.4	8.2	32.4	3.3	
MUTUAL COMPANIES											
(American) Lumbermen Mut.	\$1,968,012	\$1,444,658	26.1	49.7	27.2	1.5	10.4	7.1	25.3	2.4	
Mutual Boiler & Machinery	10,013,694	9,485,195	13.9	34.4	51.7	2.5	10.2	7.9	20.7	2.2	
Secure Mutual Casualty	632,457	639,131	53.6	2.4	42.9	0			6	1.0	
Totals — Mutual Companies	\$15,633,383	\$14,596,391	19.5	35.8	43.7	2.1	3.9	7.4	21.1	2.3	
REINSURANCE COMPANIES											
American Re-Insurance	\$83,748	\$77,860	21.0	43.8	35.2	4.2	35.5	2.6	1.4	.1	
Employer Reinsurance	99,131	131,211	21.1	34.3	41.6	2.0	29.8	1.6	6.6	.3	
General Re-Insurance	37,345	370,203	27.7	55.5	52.4	3.5	38.5	5.3	3.1		
North American C. & Re.	180,764	220,125	24.2	37.3	38.5	2.5	33.6	1	4.1		
Swiss Reinsurance	26,030	31,698	58.0	50.4	-8.4	3.9	46.1	.4			
Totals — Reinsurance Companies	\$762,608	\$886,204	20.0	24.3	49.7	1.9	19.6	.9	1.8	.1	

AUTOMOBILE FIRE, THEFT AND COMPREHENSIVE EXPERIENCE — 1953

LOSS AND EXPENSE RATIOS { "E" — based on earned premiums
"W" — based on written premiums

COMPANY	Net premiums written (Countrywide)	Net premiums earned (Countrywide)	UNDERWRITING RATIOS (Countrywide)			ANALYSIS OF EXPENSES (Countrywide)					
			Losses incurred "E"	Expenses (adjusted)	Net gain (adjusted)	Loss adjustment "E"	Commission and brokerage "W"	Other acquisition "E"	General "E"	Taxes and fees "W"	
FINANCE COMPANY AGGREGATES											
1951	\$49,569,016	\$54,351,904	39.7	28.6	31.5	7.9	13.5	2.7	1.8	2.9	
1952	61,928,056	\$44,140,763	45.5	29.4	24.1	9.9	11.6	3.3	1.9	2.7	
1953	61,493,756	59,588,855	43.9	31.1	23.0	10.8	12.4	3.2	1.9	2.5	
STOCK COMPANY AGGREGATES											
1951	186,929,702	182,987,562	41.7	47.5	10.8	6.4	28.3	6.5	5.6	2.9	
1952	185,376,061	180,922,445	42.1	47.5	10.8	6.4	28.3	6.5	5.6	2.9	
1953	187,137	182,8	47.1	10.1	7.3	24.2	6.5	6.0	6.0	2.8	
MUTUAL COMPANY AGGREGATES											
1951	81,812,948	49,775,700	39.2	35.7	25.1	8.3	8.3	11.1	5.6	2.4	
1952	66,210,247	54,995,995	42.4	37.4	20.2	8.6	10.0	10.6	5.6	2.3	
1953	64,453,952	61,596,173	45.5	37.3	17.2	9.8	9.3	10.5	5.4	2.3	
ADVANCE PREMIUM CO-OPERATIVE AGGREGATES											
1951	502,161	505,348	35.2	44.7	20.1	5.5	22.2	8.3	6.1	2.3	
1952	566,535	520,103	34.3	46.1	14.7	2.0	21.8	8.1	6.1	1.9	
1953	517,899	523,581	39.9	47.7	12.4	2.9	24.8	8.0	5.1	1.9	
LLOYD'S AND RECIPROCAL AGGREGATES											
1951	2,884,498	2,777,308	41.5	34.7	22.8	6.1	3.7	11.9	11.0	2.0	
1952	3,489,760	3,190,494	38.9	34.9	28.2	7.7	15.5	9.5	3.1	1.9	
1953	4,205,293	3,831,765	43.6	34.1	22.9	8.9	13.1	10.0	3.0	1.8	
REINSURANCE COMPANY AGGREGATES											
1951	4,216,093	3,912,326	56.2	44.0	-1.2	2.2	39.2	.5	2.0	.1	
1952	7,379,544	5,439,090	49.1	63.0	8.9	2.7	37.8	.8	2.1	.1	
1953	5,096,913	5,134,946	49.3	63.5	7.7	3.0	39.9	.5	1.6	.1	

Wis. Governor Aspirant Plugs for Compulsory

William Proxmire, who is seeking the Democratic nomination for governor of Wisconsin, has taken a stand in favor of compulsory automobile liability insurance. Mr. Proxmire, in a campaign speech, said:

"It is time that the state work out with the insurance industry a program of rapidly increasing liability insurance. If the state cannot do this in the near future, we owe it to Wisconsin citizens to protect them by requiring compulsory liability insurance for everyone who receives a driver's license in the state."

General Contract Corp. Lists Common Stock

Common stock of General Contract Corp., holding company for St. Louis F. & M., Washington F. & M., Ins. Co. of St. Louis and Midwestern F. & M. and banks and finance offices in the Mississippi Valley, will be listed on the New York stock exchange early in September. The move is designed to further the corporation's acquisitions in banking and finance.

At present the corporation's 1,691,-

952 shares of common are selling over the counter at about \$17. Total resources are more than \$260 million.

Eckblad Goes to Minn. Field

Paul B. Eckblad has been named special agent in Minnesota for Town Mutual Dwelling at Des Moines. He has had company and agency experience. His new headquarters will be at Minneapolis.

National Union Indemnity has been licensed in Connecticut.

REINSURANCE

Casualty • Fidelity • Surety

Give Auto Collision Experience for 1953

(CONTINUED FROM PAGE 14)

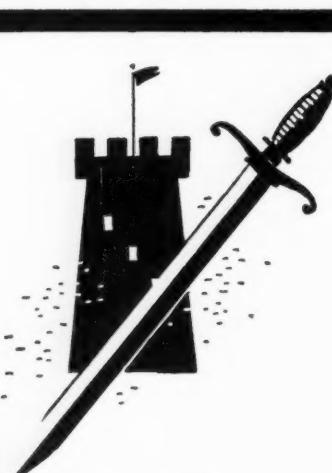
COMPANY	Net premiums written (Countrywide)	Net premiums earned (Countrywide)	UNDERWRITING RATIOS (Countrywide)			ANALYSIS OF EXPENSES (Countrywide)				
			Losses incurred "E"	Expenses (adjusted)	Net gain (adjusted)	Loss adjustment "E"	Commission and brokerage "W"	Other acquisition "E"	General "E"	Taxes and fees "W"
Transcontinental	430,392	403,115	45.8	44.6	9.6	6.3	26.7	4.6	4.5	2.5
Travelers Group	32,835,250	30,728,781	45.2	39.1	15.7	3.7	25.3	4.4	3.2	2.5
Union Assurance Society	255,049	241,781	41.4	50.6	8.0	5.9	29.9	5.2	5.7	3.9
Union of Canton										
Union Marine & Gen.	78,603	78,980	41.0	53.3	5.7	5.0	27.4	7.2	10.0	3.7
United Firemen's	101,308	102,427	41.1	54.1	4.8	5.1	27.6	7.2	10.1	3.8
United National Indemnity	430,393	403,115	45.8	44.6	9.6	6.3	26.7	4.6	4.5	2.5
United Pacific	1,799,409	1,512,813	37.5	51.2	11.3	7.1	29.0	4.6	8.3	2.2
United States Casualty	812,340	1,011,113	50.5	49.9	8.4	10.0	30.3	4.4	6.4	2.0
United States Fire & Guaran.	16,723,065	16,140,168	45.5	41.7	12.8	5.0	24.4	5.4	5.4	2.9
Universal	2,492,314	2,247,817	47.2	47.5	5.3	7.0	27.0	4.7	6.0	2.8
Utah Home Fire	571,042	659,412	45.3	51.1	3.6	4.0	44.7	.1	.4	1.0
Vigilant										
Westchester Fire	537,571	493,714	49.9	26.3	15.8	5.5	20.9	5.3	5.7	2.3
Western Assurance	1,372,921	1,243,691	44.9	47.5	7.6	6.9	27.1	4.6	6.1	2.8
Western Fire	244,526	224,786	46.6	46.6	6.8	6.4	27.9	4.3	5.1	2.0
Yorkshire	498,558	503,131	45.4	57.5	-2.9	13.2	27.7	4.4	9.7	2.5
Zurich General Acc. & Liab.	1,874,533	1,403,710	32.3	55.6	12.1	11.7	28.4	2.8	8.8	2.9
1951	365,782,445	350,629,559	52.8	44.4	2.8	6.2	25.1	5.7	1.8	2.9
1952	427,256,866	394,768,743	51.0	44.0	4.1	6.6	24.5	6.3	1.8	2.7
1953	474,185,728	433,682,124	45.6	43.6	10.8	6.1	23.8	6.2	1.8	2.7

MUTUAL COMPANIES

Arlington Mutual Fire	\$208,047	\$199,435	37.4	37.2	25.4	4.7	24.8	2.0	4.1	1.6
Allied American Mut. Fire	2,347,568	2,207,731	36.0	29.0	35.0	6.3	2.7	11.6	6.2	2.6
(American) Lumbermens Mut.	8,948,264	8,576,924	30.6	35.2	34.2	4.9	17.1	6.4	4.8	2.0
American Mfr. Mutual	1,274,174	1,332,642	28.9	35.3	35.8	4.8	17.9	6.6	4.0	2.0
American Mutual Liability	1,042,525	1,058,892	33.9	27.0	39.1	2.0	15.0	5.8	3.0	1.2
Atlantic Mutual Group	533,122	511,537	29.5	41.1	29.4	6.1	15.4	7.2	10.1	2.3
Badger Mutual	122,855	110,988	55.1	48.0	-2.3	7.3	19.2	12.1	8.7	7.7
Berkshire Mutual Fire	759,004	693,136	40.8	43.7	15.5	4.8	23.0	5.9	7.5	2.5
Cambridge Mutual Fire	381,023	349,823	36.6	40.4	23.0	4.4	25.8	4.2	3.5	2.0
Central Mutual	2,479,128	2,520,834	31.3	49.4	13.9	5.3	29.3	5.8	6.4	2.6
Cosmopolitan Mut. Cas.	40,735	36,769	44.4	36.2	19.4	5.6	18.3	4.6	5.5	2.2
Dorchester Mutual Fire	71,672	67,822	25.2	51.2	23.6	5.8	25.3	4.1	13.1	2.9
Employers Mutual Fire	1,447,357	1,417,305	43.6	27.5	28.9	9.2	4.8	8.7	2.6	2.4
Employers Mutual Liability	1,447,357	1,421,061	43.5	27.7	28.8	9.4	5.0	8.5	2.6	2.2
Factory Mut. Lab. of Am.	2,850,781	2,764,540	23.8	26.6	49.6	8.6	—	9.3	8.5	1.9
Farm Bureau Mut. Auto	32,887,634	31,660,854	48.4	31.5	20.1	7.4	6.1	10.4	5.7	1.9
Federal Mutual	330,876	319,047	35.9	5.9	55.2	4.9	23.3	10.2	10.2	6.0
Fidelity Mut. Imp. & Hard.	1,232,363	1,139,053	38.1	34.4	25.7	4.4	18.9	8.7	2.4	2.4
Fidelityburg Mutual Fire	228,228	210,663	38.0	48.6	13.4	4.0	25.3	2.9	13.7	2.7
Grain Dealers Mut.	1,162,569	1,057,991	49.6	40.7	18.7	6.0	20.1	5.8	6.6	2.2
Hardware Dealers Mut. Fire	180,203	163,998	63.9	40.1	-4.0	4.1	—	23.0	10.7	2.3
Hardware Mutual Minn.	1,991,776	1,901,328	35.9	55.9	25.3	3.9	1.2	18.8	7.7	2.3
Hardware Mutual Casualty	6,300,409	6,060,666	35.5	35.3	19.1	2.2	15.5	3.7	3.9	2.1
Holyoke Mutual Fire	1,309,106	1,107,865	38.8	34.9	23.2	4.4	26.0	1.4	3.0	1.9
Indiana Lumbermens Mutual	1,465,637	1,377,088	43.5	35.3	2.8	5.4	20.4	3.7	6.1	2.7
Interlochen Mutual Indemnity	88,423	81,928	43.6	20.3	36.1	6.0	1.6	4.7	5.7	2.3
(Iowa) Employers Mut.	3,340,500	3,174,845	43.2	39.4	17.4	7.0	24.1	1.9	3.9	2.5
Jamesstown Mutual	211,694	223,233	43.3	39.4	52.2	2.5	11.8	7.4	2.2	2.2
Liberty Mutual	9,181,758	8,519,891	39.9	32.9	2.9	6.3	19.1	1.9	2.3	2.5
Liberty Mutual Fire	902,286	837,703	45.6	40.1	14.3	10.7	—	23.3	3.0	2.5
Lumber Mutual Casualty	82,154	44,379	63.6	49.0	-12.6	16.9	8.7	12.3	8.9	2.2
Lumber Mutual Fire	253,470	237,707	42.5	40.2	20.3	5.5	24.2	3.2	4.7	2.4
Lumbermens Mutual	1,271,346	1,022,916	39.9	44.1	5.0	6.2	24.2	7.8	2.2	2.8
Lynx Mutual Fire	409,591	377,865	35.5	38.1	29.4	1.4	28.3	3.4	3.9	2.1
Merchants Mutual Casualty	222,558	194,011	44.3	30.2	25.5	2.4	16.0	3.7	5.7	2.4
Merrimack Mutual Fire	1,144,470	1,039,470	36.7	41.5	4.4	2.5	4.2	3.5	2.5	2.5
Michigan Millers Mut. Fire	662,354	533,090	52.5	47.3	5.8	2.0	10.0	7.7	1.8	1.1
Michigan Mutual Liability	4,533,569	4,170,272	47.6	37.5	14.9	9.1	9.7	14.0	3.6	1.1
Middlesex Mutual Fire	1,556,102	1,435,583	35.5	38.1	26.1	4.1	24.3	3.9	3.9	2.1
Mill Owners Mut.	488,585	338,722	55.0	51.2	-6.2	7.9	27.0	5.3	7.2	2.9
Miller's Mut. Fire of Texas	840,719	\$765,099	32.9	37.0	30.1	5.3	19.3	4.9	6.3	1.2
Miller's Mutual of Ill.	412,569	429,009	31.0	37.9	31.1	5.1	16.4	9.9	3.7	2.4
Miller's National	167,331	163,781	50.3	45.4	4.3	6.2	24.2	7.8	4.5	2.7
National Grange Mut. Lab.	1,765,152	1,657,327	47.5	32.7	10.8	7.2	12.8	7.8	2.3	2.6
Norfolk & Dedham Mut.	736,448	690,053	43.0	41.3	15.7	5.7	26.6	2.5	4.1	2.4
Northwestern Mutual Fire	77,585	60,845	33.6	52.7	4.5	23.7	1.7	20.6	2.2	2.2
Ohio Farmers	4,133,807	3,806,933	36.7	36.7	5.2	4.4	28.5	3.2	4.3	1.9
Oregon Mutual Fire	268,752	242,363	39.2	23.3	5.3	2.1	25.6	3.1	1.3	2.4
Pawtucket Mutual	1,084,260	955,726	41.2	40.2	16.6	6.7	25.0	2.4	3.9	2.2
Pennsylvania Lumbermens	47,938	46,477	52.2	41.4	4.9	4.9	20.5	5.9	7.2	2.9
Penna. Threshers & Farmers	67,220	620,441	43.7	41.8	14.5	8.5	21.9	1.8	5.6	4.0
Quincy Mutual Fire	1,011,737	920,532	38.0	36.7	23.5	4.6	25.6	3.1	1.3	2.1
Sequoia Mutual Casualty	107,191	176,844	43.4	8.3	49.3	4.0	—	2.4	9.1	1.0
State Farm Mut. Auto	62,601,690	58,131,576	48.9	35.7	15.4	15.6	6.8	7.0	3.0	2.4
Traders & Mechanics	341,648	361,936	40.3	48.2	11.5	7.2	25.1	3.3	9.2	2.4
Utica Mutual	1,115,768	1,016,746	42.7	29.1	28.2	6.4	10.0	5.0	5.3	2.4
Western Farmers Mutual	154,478	122,408	55.8	44.2	6.7	19.0	13.7	2.2	2.2	2.6
Worcester Mut. Fire	1,249,272	1,120,852	33.1	41.0	24.3	6.1	25.1	3.6	5.0	1.8
1951	149,142,928	112,872,760	49.4	33.9	15.7	9.2	8.3	9.5	4.6	2.8
1952	143,265,886	134,335,703	46.2	35.9	17.9	9.6	10.0	9.3	4.5	2.2
1953	172,131,769	162,157,798	53.9	34.7	21.4	9.8	9.5	9.0	4.2	2.2

ADVANCE PREMIUM CO-OP

America Co-operative Fire	\$43,539	\$41,341	46.7	47.6	5.7	4.9	13.0	20.6	8.6	1.5
Co-operative Fire, Catkill	44,528	40,528	42.8	35.6	21.6	4.2	27.8	3.0	2.1	1.9
Hardy Co-operative Fire	91,318	114,763	50.4	38.4	11.2	7.9	11.4	11.		



Protecting the Protector!

Indemnity begins at home! Do you as an insurance agent or broker have Errors and Omissions insurance that will cover mistakes you or your employees might make? If not, it will pay you to place this economical coverage in force immediately. Advise us as to the number of people in your office and we will supply you a prompt quotation.

Don't forget that abstractors, accountants, architects, engineers, loss adjusters, real estate agents, attorneys and others need the same protection.

Illinois R. B. Jones Inc.

175 W. Jackson Blvd., Chicago 4, Ill. • WAbash 2-8544

C. Reid Cloon, President

1401 Peachtree St. N.E., Atlanta, Ga. • Emerson 2584

William E. Lersch, Vice-President



REPRESENTING
Lloyds London

Fire and Allied Lines
MILLERS NATIONAL
Insurance Company

Since 1865

Eastern Department...
PHILADELPHIA
Pacific Coast Department...
SAN FRANCISCO

Since 1876
ILLINOIS FIRE
Insurance Company
Fire and Allied Lines

APPRAISALS

FOR CORRECT COVERAGE AND PROOF
OF LOSS ON ALL TYPES OF BUILDINGS
AND EQUIPMENT

WRITE HOME OFFICE

COATS & BURCHARD CO.
CHICAGO 40, ILLINOIS • THE PIONEER ORGANIZATION



(CONTINUED FROM PAGE 17)
methods would also result in higher overhead costs. It would lead to endless confusion in the minds of our personnel and this most surely would inflate the cost of doing business.

We have never believed that there must be just one right method for doing anything. We do believe that Ford Motor Co. can sell cars at a lower price and actually have a better product if it adheres to a uniform plan, i.e. standardized parts and standardized assembly procedures.

We have no quarrel with the plan of any of the various bureaus. Our disagreement is with a more or less openly expressed attitude on the part of each one that it has chosen the only proper method for the conduct of the business of fire insurance. It is our hope that we will be able to develop new methods for the benefit both of ourselves and of our insureds. Changes under the bureau system are always difficult and sometimes impossible.

Sound business judgment dictates that anyone entering a new field will proceed cautiously at first and not make many changes from the product that is already on the market. Our policy will be the standard policy, word for word. We will not even introduce one of the most obviously desirable changes, the single, continuous document combining the dwelling form, extended coverage and additional EC, to the end that the policyholder can better determine what he has purchased. That action must be deferred to a later date.

Nor will we seriously challenge the authenticity of the rating structure presently in use. We know that it was not built upon facts, but with a liberal use of judgment. We propose to compile our statistics on a system which will give us facts which are presently not available, but that must wait for the passage of time. We must first write policies and incur losses in a sufficient volume to give us a sound base for change and improvement.

Certain provisions of the state insurance law are pertinent to the methods and procedures which may be used by this company upon entering the fire business:

(One section of the law) provides that due consideration shall be given to past and prospective expenses... and in the case of fire insurance rates consideration shall be given to the experience of the fire insurance business. (Another section of the law) provides that information furnished in support of a filing may include the experience or judgment of the insurer, its interpretation of any statistical data relied upon, experience of other insurers or rating organizations, and other relevant factors.

Accordingly we have surveyed our competition and with the minor exceptions listed in this letter, have concluded, in the development of our rates initially, to accept the standards embodied in the classifications and town list used by the industry generally and approved by your department as meeting the standards of your law. We will revise our relativities from time to time as we find these relativities have been revised by the industry. But, of course, we expressly reserve our right to establish such other relativities as we may ultimately be able to satisfactorily justify to your department.

In general, our price level will be substantially lower than present competitive bureau rates. It is a matter of

Fla. Approves Plan for State Fire Cover

An insurance plan, which it is reported will save the state \$11,500 in the next two years, has been approved in Florida by Acting Governor Johns. State Treasurer Larson, who is also insurance commissioner, had asked approval for payment of \$35,225 in premiums to private insurers of state buildings. Such policies are issued on buildings not covered by the state fire fund, and are written for three years rather than for the five years of state fund policies. Mr. Larson said his plan is to have private insurers extend present policies and thereafter write five year contracts.

record that the loss ratio on the class of business we propose to write has been extremely favorable. Allowing for every contingency due to some unfamiliarity with a new line, some new personnel, and even some adverse selection, we can see no possibility that our loss ratio will be in excess of the theoretical permissible which is included in the present rate structure. We are experienced in conducting an insurance business and are fully conversant with and practiced in the methods of determining results without long delay.

But more important is the fact that our cost of operation will be substantially less than is provided for in the full bureau rate level. In the first place our agents will receive commission under the same contract as for automobile. This means that we will pay 15% for the first year and 6.5% on all extensions of the policy thereafter. What this means is amply demonstrated by the following figures taken from our consolidated report to our directors for the year 1953: Premiums written, \$173,613,000; compensation paid agents, \$14,796,000, percentage, 8.5%.

Under our plan of operation we free the agent from certain clerical operations such as the issuance of policies, handling of endorsements and collection of premium. But if we take our total expenses, including all home office and branch office operating costs it is quite evident that we operate so much more efficiently than do other companies generally that there is a very generous margin which we can pass on to the benefit of the policyholders. Following are the figures, again taken from the directors report for the year 1953: Premiums written, \$173,613,000; total expenses, excluding federal income taxes, and losses and loss expense, \$44,943,000, percentage, 25.9%.

In connection with the above two exhibits it is important to take judicial note of the fact that our automobile business was written at almost 80% of the amount we would have collected had we used the "bureau" rates. Had we collected full manual premiums and paid the same expenses, the ratio would have dropped to 20.7% of the written premiums. This is further evidence of our ability to maintain a lower general price level.

As a matter of fact, we could make some argument that our expense will be lower as respects fire insurance than it was for automobile insurance. We will pay the same commission rate but we will avoid some rather definite cost elements that were involved in the automobile field. For instance we will not have to set up separate ledger cards for most of our policyholders, our policies will be written to run con-

is re-
500 in
proved
Johns.
s also
ed ap-
n pre-
state
ed on
e fire
years
state
s plan
x tend
rite
class
e has
owing
the un-
the new
se se-
y that
of the
s in-
ture.
ng an
con-
in the
with-
t that
stanc-
n the
place
ission
auto-
l pay
on all
after.
nstra-
from
direc-
ritten
paid
5%.
e free
oper-
acies,
col-
e our
e of
costs
te so
other
is a
can
policy-
ures,
report
ritten,
clud-
oses
cent-

currently with automobile policies and therefore premium collections will be made at no cost that would not be incurred for the automobile policy alone. We will not require separate file folders since all papers relating to one insured will be contained in the one folder we already have. In 1953 we spent \$1,884,000 for credit reports. This was 1.1% of our written premiums. Obviously, in most cases, a single report will do for both automobile and fire.

In summary, we believe that we will have an actual expense ratio of less than 25% of the bureau rate level. Accordingly, without indulging in any speculation as to savings in the loss portion of the bureau premium we will be able to operate at a deviation of 20% from the income that we would receive were we to elect to use bureau premiums.

One of the very few immediate differences from bureau rules which we have provided in this filing is a realistic view of the so-called term policy. There exists a so-called annual fire rate which we like to term a "phantom" rate. For all practical purposes the effective or actual premium collected is just about 80% of this "phantom" rate.

A three year policy is written at 250% of the annual rate, so the company really collects an average income of 83 1/3% of the annual rate. A five year policy is written at 400% of the annual rate so the company really collects only 80% on the average.

Giving some effect to the distribution of the various term policies and the greater weight of the five year premiums as against three year premiums, a reasonable average between the 83 1/3% and the 80% which are actually collected by the companies, is 81.25% of the "phantom" rate. Inasmuch as we have shown that we can deviate 20% from the effective income of other companies a simple calculation shows that 80% of the 81.25% effective income of the industry is 65% of the "phantom" annual rate. It is at this level that you will find all of the rates in this initial filing.

We propose to issue a continuous policy with an original policy period of twelve months, to be extended by subsequent premium payments in future years, and to charge a level annual premium.

(CONTINUED ON THE NEXT PAGE)

PEPPY FREDDY, the fieldman, says:



WESTERN SURETY COMPANY

One of America's Oldest Bonding Companies

175 West Jackson Blvd.
Chicago, Illinois.

1700 Commerce St.
Dallas 1, Texas

Sioux Falls
South Dakota

102 East 9th Street
Kansas City 6, Mo.

LOOK-6 OFFICES

If your company does not-will not-can not write it, CALL US

KURT HITKE & COMPANY, INC.
General INSURANCE Agents

175 W. Jackson Boulevard
CHICAGO 4, ILL.
TELEPHONE WAbash 2-3622

1335 Biscayne Blvd.
MIAMI 32, FLA.
Phone 82-8228

1401 Peachtree Street, N.E.
ATLANTA, GEORGIA
Phone ATwood 1635

343 N. Calvert
BALTIMORE 2, MD.
Phone Mulberry 5-2504

808 Reisch Building
SPRINGFIELD, ILL.
Phone Springfield 8-4305

1535 Wilshire Boulevard
LOS ANGELES 17, CALIF.
Phone Dunkirk 8-3161

1926

our 28th year

1954

(CONTINUED FROM PRECEDING PAGE)
nual premium, i.e. without either an initially larger amount for any increased amount in the 5th, 10th, etc. years. The premium for each extension period will be calculated at the rates in effect at the time of such extension. Such a policy and program can be rated, billed and handled as a simple clerical operation and with greater economy than the conventional term policy.

Following are comments on the various forms which are a part of this filing.

In general you will note one important feature. In nearly every instance we have eliminated all typing on the individual forms both as a measure of economy in operation and as being totally unnecessary. Page 1 of the policy has space in the lower left hand corner to record the numbers of all forms attached to the policy. Page 1 also provides for the respective premium entries.

U900 fire policy: Page 1 is reserved for attachment of U901 (see below). Page 2 is the standard 165 line contract. However, as respects the words "twelve months" in line 161 we will construe the policy in all negotiations and actions as if it read "five years." Page 3 is the dwelling and contents form which we have included directly in the policy since we will write such

business only and will eliminate the expense of the separate form.

U901: This is Page 1 of the policy. The arrangement of items has been changed to accommodate our system of preparing policies and to permit showing the coverages, limits, and applicable premiums in a manner more easily understood by our policyholders. U916: Fire department service clause. U917: Occupancy clause. U918: Loss payable clause. U919: Contract of sale clause. U920: Depreciation assumption endorsement. U921: Replacement cost endorsement. (The preceding two forms were adopted from the General Ins. Co. of America. See comment on rule 19A, below.)

Also, U922: Contingent liability from operation of building laws (property damage). U924: Contingent liability from operation of building laws (rent or rental value policies). U925: Additional living expense. The following clause, which appears in the usual industry form, was omitted after the parenthetical sentence in the first line of paragraph 13 of our form: "... and void as to fire insurance when covering other than the following risks: (a) dwellings, flats, tenements, terraces and apartment houses containing less than three (3) family apartments (excluding janitor's apartment); (b) private boarding and rooming houses, nurses' and sisters' homes, chapter, fraternity and sorority houses:

(c) private outbuildings used in connection with any of the foregoing; (d) contents in any of the foregoing." This statement is unnecessary in view of the class of business we will write.

Also, U929: Debris removal endorsement. (This will be attached to every policy issued and upon reprint of the policy will be included therein in the interest of economical operation.) U935: Extended coverage is on the front of each form and is identical in each case. U936: Additional EC is on the back of each form.

U935 is on a non-deductible form and U936 is a \$50 deductible form.

This coverage adopts the new wording which is rapidly being introduced throughout the country and is broader and clearer than the form in use for the past few years.

U937: Windstorm and hail deductible clause. (This provides for a \$50 deductible in connection with EC as provided in the rate section of the manual.)

To assist you in studying our manual and forms the following comments and explanations are submitted:

1. Town list is manual. This has been prepared on the assumption that you will desire our statistics to be kept in a manner to permit their being precisely combined with the statistics of other companies.

At the expressed request of several state departments we have always taken this course in the automobile field.

The number in front of each political subdivision or fire protection district shows the rate level to which each is assigned. While there are not ten actual rate levels we are including all these numbers assuming that at some time you may desire a statistical report for each class.

The number at the extreme right is a statistical code number under which experience may be developed by individual areas.

We will revise this list every year as we find that classifications change. This will be wholly apart from our own statistical analysis and, as stated, so you will have uniform statistics.

2. Rules section is manual. You will find that it is quite simple and presents no departures from the usual practice of fire insurance companies, except:

Rule 14. Minimum premium. The second paragraph is adopted from our automobile manual. Its purpose is to substantially reduce expenses without at the same time introducing unfair discrimination or affecting statistical summaries to any perceptible degree. On a pure cost accounting base the figure should be somewhat higher, but we believe this level to be a happy compromise.

Rule 15. Partial payment of premiums. This is the identical rule used for our automobile manual. Since we plan to combine the handling of both lines, we need the same arrangement for the payment of all premiums, using the same ledger cards, bills, and collection procedure.

Rule 16. Policy period. As previously explained this covers our plan to issue a continuous policy with an initial term of 12 months only. The second paragraph is provided because we have found that exceptions must be provided for, although we stringently keep them at a minimum. A possible exception may be a lending agency covering an 18 month note to finance repairs.

Rule 17. Premiums and rate calcu-

lations. This merely calls attention to our use of rates per \$1,000 rather than per \$100. This will be further discussed under the general subject of rates.

Rule 19A. Replacement cost insurance. Note that on page 8 of the manual it is stated that 19A is not used. However, page 8A is included giving this rule in full. It is not our intention to release this additional page to our agents until some later date. The coverage itself is not common in the industry but it is not entirely new. We adopted it from General of America. It was developed for them by Mr. McKnight, who now heads up our entire fire operation.

3. Rate section of manual. You will find this compact and easy to use. Attention is called to these points:

a. In order to encourage the selling of insurance in units of \$1,000 as an aid in securing a better ratio of insurance to value we decided to set up our rates per \$1000 rather than per \$100.

When we surveyed the competitive rate situation we found that the "phantom" annual rate was, as an example, \$.38 per \$100. Their effective rate, as explained elsewhere in this letter, is 81.25% of \$.38 or \$.30875. Since we can operate at a level of 80% of such rate this would indicate a rate for us of \$.247 per \$100 or \$2.47 per \$1,000.

Whenever the final rate was in excess of \$1 we rounded it to the nearest ten cents.

Whenever the final rate was in excess of \$.10 but less than \$1 we rounded it to the nearest five cents.

Whenever the final rate was less than \$.10 we rounded it to the nearest one cent.

This action makes premium calculation easier, more accurate, and enables us to prepare a prefigured chart for numbers from 1 to 99 for the use of agents and office personnel. It is not our belief that it can be argued that this introduces any element of unfair discrimination. To so argue it would be necessary to demonstrate that the many and varied rates in the whole structure are accurate to within 2 or 3% as respects each and every territory, classification and coverage respectively.

b. A second point to be observed is that we have adopted the trend toward considering 2 and 4 family buildings as more similar to 1 and 2 family dwellings than to apartments. Accordingly we will use the dwelling form on 3 and 4 family buildings. This is not a drastic change but it will afford to owners of such buildings these three items, contained in the dwelling but not in the apartment form.

a. 10% option for outbuildings. b. 10% option for rents. c. Coverage on aerials, awnings and metal smoke stacks.

No coinsurance clause will be required on these 3 and 4 family dwellings. However, we will require adequate insurance to value and hence our rates for such buildings are based on those that contemplate coinsurance. If our agent fails to secure proper insurance the insured will not be penalized.

Another result is to automatically make both EC and AEC available to such owners.

c. The third point respecting the rate section is the inclusion of rates for AEC applicable to contents in apartment buildings.

WANT ADS

Rates—\$18 per inch per insertion—1 inch minimum. Limit—40 words per inch. Deadline 5 P. M. Friday in Chicago office—175 W. Jackson Blvd. Individuals placing ads are requested to make payment in advance.

THE NATIONAL UNDERWRITER

WANTED ACCIDENT AND HEALTH AGENCY SUPERVISOR

Looking for an unusual opportunity in the Accident and Health Field? You may be the man we're looking for. The Disability Division of the Continental Casualty Company is expanding its supervisory staff. The man we want should have at least a working knowledge of accident and health and hospitalization insurance, sales ability—and a strong desire to get ahead. He lives in the midwest and must be willing to travel. The position is strictly salaried plus traveling allowances with specialized Home Office training at our expense. If you are this man, please write Clifford S. Lembkey, Superintendent of Agents, Disability Division, Dept. B, 310 S. Michigan, Chicago, Illinois, giving full details, education, business and sales experience. Please do not phone.

CASUALTY UNDERWRITER SPECIAL AGENT

Unusual opportunity in Columbus, Ohio office of major company for capable young man with at least five years sound casualty experience. If it looks like a long wait for the responsibility of chief underwriter where you are, write us about your background and qualifications. Address Box A-64, The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Illinois.

SPECIAL AGENT MARYLAND— DISTRICT OF COLUMBIA

Fire and Inland Marine man is needed to take over well established agency plant operating out of Baltimore, Maryland. Applicant will be considered on experience and potential, although experience not prime factor. This offer is unusual and well worth investigating. Write "Personal" to Mr. Daniel Heisey, Mgr., Employers' Group, 5 South St., Baltimore 2, Md.

WANTED - SPECIAL AGENT

with Rating Bureau experience preferred — travel in State of Wisconsin, for large, established General Agency. Write, giving complete details — age, experience, etc. Box No. A-70, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

SPECIAL AGENT — WISCONSIN

Man with fire and inland marine experience and well acquainted with agents in this territory, to serve and develop present agency plant. Write Box A-68, The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

YOUNG MAN AVAILABLE

Age 30, 7 years experience as Field Representative, Underwriter and Adjuster in Marine, Fire and Casualty. Prefer Cleveland territory but will consider relocation. Write to A-69, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

CASUALTY ASSISTANT

Important group of companies, not now in casualty business, plan starting a Casualty Dept. and is looking for a capable Assistant to Casualty Manager. If you have good casualty experience, are approximately 30 years old, ambitious to get in early on a program of solid development, write fully to Box A-41, The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill. All inquiries will be held confidential.

SURETY UNDERWRITER

Excellent opportunity for Surety Underwriter. Have opening in Chicago. Western Department of a progressive company for an experienced Surety Underwriter, heavy on contract. To the right man this could lead to a top position in an expanding organization. Inquiries will be treated in strict confidence. Reply, Box A-55, The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

Palmer Is Ad Manager for Kemper Companies; Bishop, Heffley Raised

Robert P. Palmer has been appointed advertising manager of Lumbermens Mutual Casualty and affiliated Kemper companies and will be in charge of the public relations department. Clive R. Bishop and Earle F. Heffley have been appointed assistant advertising managers.

Mr. Palmer, a 1932 journalism graduate of Northwestern University, served as editor of a suburban Chicago newspaper and as a reporter for the City News Bureau of Chicago before going with the Kemper organization in 1935. He has

Robert P. Palmer



Clive R. Bishop



Earl F. Heffley

been with the company since, except for six years, part of which was spent in the navy. In 1952 he was named assistant secretary of Lumbermens and American Motorists.

Mr. Bishop joined the public relations department in 1946. A graduate of Armour Institute, he was with Public Service Company of Northern Illinois from 1926 to 1943, first in engineering work and later in advertising. In 1943 he went with the Needham, Louis & Brorby advertising agency at Chicago.

Mr. Heffley, a University of Illinois graduate, was in advertising and sales promotion work before joining the Kemper companies in 1946. He is a navy veteran.

May Appeal Rate Hike in Wis. on Car Service Shops

MADISON, WIS.—The recent rate increase for liability insurance carried by garages, service stations, body shops and other automotive repair establishments, effective July 1, may be appealed.

The Wisconsin Automotive Trades Assn., Madison, holding that the increase is "questionable as to merit," is checking premium payments and loss experience from dealers operating affected shops. The Wisconsin Department approved the increase at the request of National Bureau and Mutual Insurance Rating Bureau.

Continental Casualty Has Holiday Accident Policy

Just in time for the long Labor Day week-end, Continental Casualty is offering another accident insurance innovation, this one designed for holiday travelers. It will be written in Illinois only.

An annual policy covering major holidays and holiday week-ends throughout the year, it provides low-cost, high-limit protection when due to holiday trips, tours and cruises exposure to accidents is at its greatest. For \$5 a year, the policy provides \$10,000 accidental death benefits and

\$250 blanket medical reimbursement for doctor, nurse, surgical and hospital bills for injuries. Besides offering coverage to passengers traveling by automobile, train, bus, boat and airlines, the policy covers all holiday activities such as boating, swimming, fishing, picnicking, visiting and vacationing.

Coverage extends from 48 to 96 hours. When a holiday occurs on a Monday, for example, coverage begins at noon on the preceding Friday and ends at noon the following Tuesday.

Holidays covered are New Year's day, Lincoln's birthday, Washington's birthday, Easter Sunday, Memorial day, Independence day, Labor day, Thanksgiving and Christmas. These are considered the most dangerous days of the year. Traffic accidents alone last Labor day claimed 506 lives.

North British Divides N. Y. Makes Changes

North British is making several field changes in the eastern department territories. Special Agent Charles F. Ellard will be transferred from the Albany to the Boston service office where he will be associated with State Agent Charles S. Coxe and Special Agents Arthur C. Foote and Harold F. Kennedy at 89 Broad street.

The eastern New York field is to be divided north and south of Albany to concentrate the fields more completely. State Agent R. O. Reid, field man in New York for 19 years, will supervise the northeastern field and State Agent David A. Taxter will be in charge of the southeastern field. Their office will be 90 State street, Albany.

Mr. Taxter, who is transferring from Ohio, where he was state agent for four years, to New York, replaces Mr. Ellard.

Minn. Governor Predicts Decrease in Auto Rates

DULUTH—At the annual governor's safety council here, Governor Anderson predicted insurance companies soon would announce a decrease in automobile rates as a result of the diminution of accidents. Compared with last year, he said there has been an 18% decrease in traffic accidents for the first six months.

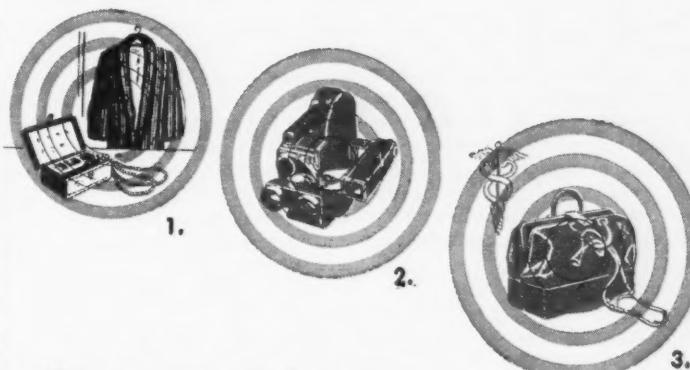
MIRB's Filing of Interbureau Policy OK'd in Maryland

Mutual Insurance Rating Bureau's Interbureau Insurance Advisory Group filing of the casualty provisions of Interbureau Insurance Advisory Group's comprehensive dwelling policy has been approved in Maryland, where other filings of the policy were approved previously. The filing by MIRB is restricted to residence theft, off-premises theft, theft of specified articles, comprehensive personal liability, including a form of fire legal liability, and scheduled glass. These same provisions were filed by MIRB in Connecticut and New York, the other two states which have approved the policy.

No Cover on Wreck of Santa Fe Chief in Ill.

Neither bodily injury nor coverage on rolling stock was involved in the Santa Fe train wreck near Lomax, Ill., in which four persons were killed and about 70 injured. Santa Fe at one time carried a catastrophe BI cover, but this was terminated some years ago.

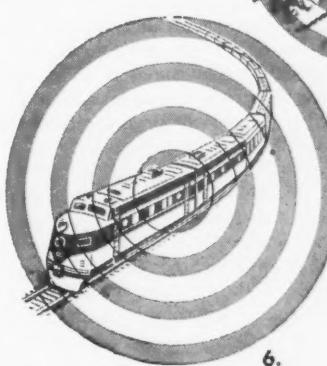
The wreck was blamed on a broken mechanism on a wheel and axle assembly. All of the cars except the locomotive and mail coach of the Santa Fe Chief, bound from Chicago to Los Angeles, left the tracks. Some collided with a string of refrigerator cars on an adjoining track.



Set your sights on

Inland Marine business

The range runs the gamut from jewels and cameras to tractors, goods in transit, power shovels and physicians' and surgeons' instruments. Any target you choose will prove profitable. This is business you'll like. We know we do.



1. Jewelry-Fur Floater
2. Camera Floater
3. Physicians' and Surgeons' Equipment Floater
4. Contractors' Equipment Floater
5. Equipment Dealers Policy
6. Transportation Policy

ROYAL·LIVERPOOL Insurance Group

CASUALTY • FIRE • MARINE • SURETY
130 WILLIAM ST., NEW YORK 38, N. Y.

ROYAL INSURANCE COMPANY, LTD. • THE LIVERPOOL & LONDON & GLOBE INSURANCE COMPANY LTD. • ROYAL INDEMNITY COMPANY
GLOBE INDEMNITY COMPANY • QUEEN INSURANCE COMPANY OF AMERICA • NEWARK INSURANCE COMPANY • STAR INSURANCE
COMPANY OF AMERICA • AMERICAN AND FOREIGN INSURANCE COMPANY • THE BRITISH & FOREIGN MARINE INSURANCE
COMPANY LTD. • THAMES & MERSEY MARINE INSURANCE COMPANY, LTD. • VIRGINIA FIRE & MARINE INSURANCE COMPANY

EDITORIAL COMMENT

Agent's Personality, Delivered, Will Win

No one who has not been actively engaged in the fire or casualty business for the past 25 or 30 years can understand thoroughly the present competitive situation of the average local agent. A comparison needs to be made with the former status of the average local agent, his competition, his opportunities and his sales position a quarter of a century ago and now.

Any competent observer with a good memory will recall that 25 to 30 years ago the local agents generally were not bothered by the operations of such companies as the Allstate, General Exchange, Liberty Mutual, Service Fire, Calvert Fire, Emmco, Hardware Mutuals, Michigan Mutual Liability or a number of others that are formidable competitors today and which are either operating on the direct writing basis or at rates below those charged by the orthodox stock companies. The noticeable rise of such carriers, the importance that they have assumed in fire and casualty insurance and effect upon the premium writings of local agents have occurred for the most part since 1929. There may be some exceptions to this general statement, but there are not many and they are not important enough to reduce the force of the main point, which is that the nature of the competition that confronts the local agent today is a relatively new development.

It is possible for any old timer to recall the days when an agent could just about ignore the competition of direct writing companies and agency companies writing below the customary rates. Agents could brush them off with the comment that they were small, weak, unreliable; that they had never been subjected to a conflagration or excessive losses, or could with at least some justification make almost any derogatory remark about them that came into mind. They were a nuisance, but they were not important factors. Their appeal was based on price. They ignored the personality of the local agent and his place in the community. Most of them had not made substantial progress or at least constituted no serious menace to the local agent.

But after the stock market crash of 1929 and the financial depression of the early 1930s, insurance buyers became acutely price conscious, of necessity. It was in this atmosphere that the

direct writing insurers of all types and the agency companies operating on a deviating price basis began to prosper as they never had in the past. The average buyer of insurance both large and small was seeking the lowest premium rate. Money was scarce. People were not only willing to listen to those offering lower insurance rates but were actually seeking out the companies that were making strong appeals to the pocketbook. Those with an ability to study the figures that may be found in various statistical publications will see that the big growth of this type of competition began at a time when the country was in a state of financial distress and buyers were making the most strenuous efforts to cut down the price of everything purchased.

So much for the history of it. Today no alert local agent underestimates the strength of this type of competition and the necessity of meeting it and overcoming it. The whole problem should not, of course, be tossed into the lap of the agent. If there are changes that should be made in coverage to meet this competition, changes in rates, forms or procedures, they will have to be evolved by the companies themselves working in harmony with agents. Such moves, however, are almost wholly within the province of the companies. It may be assumed that the orthodox stock companies are not going to sit by and let the direct writing companies and the deviators walk away with any more of their business or enough more to be damaging. But when it comes to changes in coverage or rates the agent can do no more than suggest or urge the companies he represents to act.

In this situation, the local agent should concern himself almost entirely with what he himself can do almost regardless of what moves the direct writing and deviating companies may make or even what operating policies his own companies may pursue.

The strength of the local agent is that he is the man on the ground, he lives in one community, can be an important part of it, knows or should know a very large number of people in his own town and his business will continue to grow and prosper if he sees as many people personally as he possibly can every day and even some nights during every week. The only important difference between a direct writing company and the one repre-

sented by a local agent is the personality of the agent. If this personality is strong, attractive, interesting and has been highly developed along service giving lines, then the agent has nothing to fear. There is no real comparison between a letter from a direct writing company and a personal call. An agent who has the proper estimate of himself must feel that the force of his personality can overcome anything that a competing corporation is trying to accomplish only by mail. Any agent who is not just trying to win an argument will have to admit after he studies his own activities and the results of his own agency carefully that if he has suffered at the hands of direct writing or deviating companies he has done so principally because he has been making fewer calls, seeing fewer people, and calling on fewer new prospects than formerly.

While it is true that the operation of a local agency today is a much more complex, complicated and detailed matter than it was 25 or 30 years ago, this in itself is not an excuse for an agent making an insufficient number of calls to combat the new type of competition that has developed so noticeably since 1929. Before that year local agents were competing with each other, all representing more or less the same kind of companies. At least this was true of the leading local agents. Now their competition is the mail that pours into every city from direct writing companies. In the larger centers it is the regional or district offices of such companies. It is the solicitors or special representatives of deviating companies that descend upon a town, sometimes in crews, and make an intensive house to house canvass for business and it all adds up to something pretty formidable.

No agent is going to overcome this competition or reduce it by talking about the size and reliability of his companies, their age, the superior service rendered by them and by his office or anything of the kind. He is going to overcome it only by his personality which can be revealed to and understood by policyholders and prospective policyholders only through personal contact. Sometimes telephone calls are effective and are something of a substitute for a personal call, but it should not be pretended that they are as good as a personal call. A letter in most situations is simply a lazy man's way of avoiding the exertion of making a call. There is no substitute for face to face contact in property insurance selling. Any agent who is seeking substitutes is only kidding himself and will find after experimenting that trying to resort to substitutes has only

wasted his time and cost him money.

The very reason for the existence of a local agent is the fact that most people like to deal with those whom they know and like. Everyone who has traced and studied buying patterns of all kinds knows this to be true. Buyers and shoppers like to go where they are known and where they are called by name and where there seems to be some interest in them personally and in their welfare, their affairs generally. The true local agent, the local agent who is going to survive and progress and prosper is the one that knows this to be true. He is the one who tries to see as many people as possible every day. He is the one who goes to lunch with insured or a prospective insured every day. He belongs to one or more local service clubs. He is active in church work, the community chest, money raising drives, all of the affairs of the community, even those that are political. He is well and favorably known by the greatest possible number of his fellow citizens. He is not a letterhead or the other end of a telephone wire or a clerk in an office or a remotely located corporation. Instead, he is a permanent, solid, widely-known, civic-minded citizen, acquaintance, neighbor and friend who because of all of his activities and attributes is known to nearly everyone as "my insurance man" by the best people in his town who know him, his family and his name but may not know the name of even one company that he represents.

PERSONALS

Thomas C. Anderson, vice-president, Griffiths, Tate Ltd., of Chicago, is celebrating this month his 25th wedding anniversary. Mr. Anderson received serious head injuries in an automobile accident several months ago but is now back at his office fully recovered.

James A. Paul, Jr. has joined the Richmond agency of DeJarnette & Paul in which his father is a partner. The son recently was graduated from Virginia Polytechnic Institute.

Roger G. Moreland, president of Syracuse Underwriters Exchange, and **Frederick B. Northrup**, local agent, will direct the combined community chest-Red Cross campaign in Syracuse.

P. Kenneth Peterson, Minneapolis local agent, is candidate for lieutenant governor of Minnesota. He has the backing of many insurance men in company and agency ranks. He has been a member of the state legislature

NATIONAL UNDERWRITER

EDITORIAL OFFICE:
99 John St., New York 88, N. Y.
Editor: Kenneth O. Force.
Assistant Editor: Warren Kayes.

ATLANTA 3, GA.—432 Hurt Bldg., Tel. Walnut 9801. O. Robert Jones, Southeastern Manager.

BOSTON 11, MASS.—207 Essex St., Rm. 421, Tel. Liberty 2-1402. Roy H. Lang, New England Manager.

CHICAGO 4, ILL.—175 W. Jackson Blvd., Tel. Wabash 2-2704. O. E. Schwartz, Chicago Mgr. A. J. Wheeler, Resident Manager.

CHICAGO EDITORIAL OFFICE:
175 W. Jackson Blvd., Chicago 4, Ill.
Associate Editors: John C. Burridge, Charles C. Clarke and William H. Faltysk.
Assistant Editor: Edmund J. Brophy

CINCINNATI 2, OHIO.—420 E. Fourth Street, Tel. Parkway 2140. Chas. P. Woods, Sales Director; George E. Roeding, Associate Manager; George E. Wohlgemuth, News Editor; Arthur W. Riggs, Statistician.

DALLAS 1, TEXAS.—708 Employers Insurance Bldg., Tel. Prospect 1127. Alfred E. Cadis, Southwest Manager.

DETROIT 26, MICH.—607 Lafayette Bldg., Tel. Woodward 1-2344. A. J. Edwards, Resident Manager.

ADVERTISING OFFICE:
175 W. Jackson Blvd., Chicago 4, Ill.
Advertising Manager: Raymond J. O'Brien.
SUBSCRIPTION OFFICE:
420 E. Fourth St., Cincinnati 2, Ohio.

KANSAS CITY 6, MO.—605 Columbia Bank Bldg., Tel. Victor 9157. William J. Geising, Resident Manager.

MINNEAPOLIS 2, MINN.—558 Northwestern Bank Bldg., Tel. Main 6417. Howard J. Meyer, Resident Manager.

NEW YORK 38, N. Y.—99 John Street, Room 1103, Tel. Beekman 3-3958. Ralph E. Richman, Vice-Pres.; J. T. Curtin, Resident Manager.

OMAHA 2, NEBR.—610 Keeline Bldg., Tel. Atlantic 3418. Clarence W. Hammel, Resident Manager.

PHILADELPHIA 9, PA.—123 S. Broad Street, Room 1127, Tel. Pennypacker 5-3706. E. H. Frederikson, Resident Manager.

PITTSBURGH 22, PA.—503 Columbia Bldg., Tel. Court 1-2494. Bernard J. Gold, Resident Manager.

SAN FRANCISCO 4, CAL.—Flatiron Bldg., 544 Market St., Tel. Elbrook 2-3054. F. W. Bland, Pacific Coast Manager.



and H
also
public
The
ecutiv
T. J.
licati
membr
comm
school
man
athlet
Mr. I
headc
Ch
Kan.,
Wich
with
cover
For t
eral
Stewa
membr
a han
force
J
man
still
tuals,
Hom
day
Cliff
and su
sum
Jan
ident
Louis
sary
at th
reer,
By H
185
Aetna
Aetna
Aetna
Aetna
Aetna
Aetna
Amer
Amer
Amer
Amer
Amer
Bost
Conti
Crum
Feder
Fire
Firem
Firem
Gener
Glens
Glob
Great
Hartf
Hano
Home
Ins. C
Mary
Mass.
Nati
Nati
Nati
New
New
Nort
Ohio
Phoe
Prov
St. P
Secur
Spiri
Stand
Trave
U. S.
U. S.
*

and has presided over the house. He also served as chairman of the Republican state central committee.

Theodore J. Rouillard, the new executive secretary of New Hampshire

Assn. of Insurance Agents has had quite a career, both in and out of the insurance business. As indicated in the story in last week's issue, he is an experienced newspaper and insurance man and he acted as secretary of the association for a time and edited its publication.

In addition he served as a member of the Claremont playground commission, was on the Claremont school board including a term as chairman and was deputy on the state athletic commission for about 20 years. Mr. Rouillard probably will make his headquarters at Concord.

Charles R. Stewart, Independence, Kan., local agent who was flown to Wichita, Kan., after being stricken with polio is making satisfactory recovery there at St. Francis hospital. For the past month he has spent several hours daily in an iron lung. Mr. Stewart is past president of Independence Assn. of Insurance Agents. All members of the association are lending a hand to the Stewart agency office force to keep things in good running order.

Julius Bubolz, veteran insurance man of Appleton and a founder and still an executive of the Home Mutuals, Bubolz Mutual Town Fire and Homestead Mutual, on his 92nd birthday was the guest of honor at High Cliff park when company employees and their families feted him at the summer picnic.

James R. Seales, resident vice-president of Fidelity & Deposit at St. Louis, is celebrating his 25th anniversary with the company. He has been at the St. Louis branch his entire career, was named assistant manager

there in 1935, manager in 1948 and resident vice-president in 1952.

Walter Devereux, former local agent at Buffalo, recently celebrated his 100th birthday anniversary. He entered insurance in Chicago and went to Buffalo in 1883. For more than 50 years he was associated with the Charles M. Clark and the Armstrong-Roth-Cady agencies there.

Herbert D. Kephart, assistant to the sales manager of Central Mutual of Ohio, is a second year registrant at the graduate school of sales management and marketing of National Sales Executives, New York.

B. E. Davidson, New York head of Rollins Burdick Hunter, and Mrs. Davidson are proud grandparents, for the first time. The new granddaughter is the daughter of the Peter Laws of Prescott, Ont.

Brooker Gill, Louisville manager of Western Adjustment, has been critically ill from uremic poisoning for four or five weeks at Kentucky Baptist Hospital, Louisville.

Paul Bromley, head of the Paul Bromley & Co. general agency at Louisville, after six weeks of illness, hopes to be back at his office by Sept. 1.

DEATHS

E. C. McCarthy, 58, resident vice-president at Chicago of Atwell, Vogel & Sterling, Inc., died of arteriosclerosis in the Insurance Exchange building there. He had been ill for many years and recently had worked short hours three days a week. He was with the company since 1930 and was named Chicago manager in 1938. Previously he had been with Standard Accident. He was a World War I navy veteran.

MAURICE FLANNERY, 34, owner of the Wright agency at Bad Axe, Mich., was killed when his station wagon rolled over in a ditch and burned. It was believed the vehicle went out of control in loose gravel. A navy pilot during the last war, Mr. Flannery only recently purchased the Wright agency, one of the oldest in the Thumb section of the state.

MAURICE SOMMERFIELD, 58, who headed Sommerfield & Son, Chicago public adjusters, died in Michael Reese hospital there. In the adjusting field all of his business career, Mr. Sommerfield began with his late father, taking over the business upon his death. Maurice Sommerfield's son, Harry Alex, is the other principal in the firm.

EDWARD B. LEIGHTON, Ohio adjuster for the America Fore group, died in the company office at Cleveland. He was 71. With America Fore for 40 years, Mr. Leighton earlier traveled northeastern Ohio as a field man. He was a past president of Ohio Fire Underwriters Assn.

CHARLES L. BUSSING, 79, New York City broker for more than 60 years and widely known in the business there, and Mrs. Bussing, 75, were killed when their automobile struck a tree near Skytop, Pa., where they had been vacationing. Two passengers in the car were seriously injured.

WILLIAM F. BYRNES, 61, former president of McLoughlin & Byrnes local agency at Utica, N. Y., died there after a long illness. He was past com-

Companies' First Six Months' Results Shown

	Assets June 30	Surplus June 30	Increase or Decrease in Surplus from Dec. 31	Premiums Written First Six Months	Premiums Written First Six Months
Atlantic Mutual	54,141,469	22,345,533	3,733,201	11,470,344	10,533,855
American Reserve	19,252,159	4,984,241	537,133	5,983,928	5,656,271
Bituminous Casualty	37,245,821	7,771,638	676,951	10,249,000	11,288,000
Camden Fire Assn.	36,915,334	15,150,063	1,500,242	7,732,630	8,096,268
Columba Casualty	19,639,331	6,426,713	757,916	4,878,758	4,605,842
Federal of New York	132,322,081	67,991,726	6,349,458	23,722,294	23,263,299*
London Guarantee & Accident	35,413,727	11,402,139	1,050,723	10,905,406	10,735,429
North American C. & S. Reins.	64,393,050	14,624,599	1,563,953	15,768,966	12,658,697
Northern of New York	44,396,008	18,075,269	2,897,774	11,200,068	9,635,408
Pacific Indemnity	48,007,398	15,107,389	1,882,862	13,652,240	13,859,007
Pearl Assurance	21,945,336	8,682,325	834,120	4,919,154	5,682,144
Pennsylvania Fire	30,440,146	13,293,087	849,109	5,699,698	5,753,980
Phoenix Indemnity	22,816,964	6,805,607	674,860	7,270,271	7,156,953
Wolverine	12,518,235	2,187,853	59,045	5,429,000	5,247,569

*Includes \$9,288,757 written by U. S. Guarantee Co.

mander of the Adrean post of the American Legion.

EDWARD B. LEIGHTON, state adjuster for Continental in Ohio, died of a heart attack in his office at Cleveland. For many years Mr. Leighton was state agent there for Continental.

MRS. MYRTLE S. LONGNECKER, 87, widow of John W. Longnecker, former advertising manager of Hartford Fire, died at the Windham Community Memorial hospital, Willimantic, Conn., after a short illness.

CYRIL S. SINCLAIR, San Francisco broker, died. He had been scheduled to be inducted this month as commander of the American Legion Insurance Post there.

WILLIAM J. BENSON, 65, claims adjuster for Glens Falls at Chicago, died in his home in suburban Skokie. He was 65. He had been in insurance for 35 years.

AUGUST D. STAHL, 69, local agent at Fredericksburg, Tex., since 1933, died there of a stroke.

E. J. O'DONNELL, fidelity claims manager of Hartford Accident in the New York office and with the company there 30 years, died at his home in Madison, N. J.

STERLING J. RANSON, 39, vice-president of E. J. Ranson local agency

Wis. Agents Spearhead Safe Driving Campaign

"Get in the Line-up...for Safety," will be the slogan of the campaign being sponsored by Wisconsin Assn. of Insurance agents in cooperation with the safety division of Wisconsin motor vehicle department and supported by Governor Kohler to promote a death-free Labor day weekend and safe motoring throughout autumn.

The week preceding Labor day has been designated "Wisconsin Highway Safety" week, and agents are being urged to participate by displaying posters, distributing stickers and persuading motorists to sign pledges.

at New Orleans, died after a heart attack. He and his brother, Walter J. Ranson, operated the agency.

ROBERT LEE POSTON, 88, local agent in Statesville, N. C., died of injuries received in a fall several months previously.

RAYMOND R. KALBRUNNER, 64, who had been with Hopkinson Burridge Pearse Co. local agency at Cleveland since 1910, died after a long illness.

RENEAU C. HUNT, 72, local agent of Miami, Fla., died there.

FRANK C. DANFORTH, veteran Milwaukee broker, died at his home after a year's illness.

KEYED-UP SERVICE

...LOCKED-IN STABILITY!

YOUR KEY TO A GREATER VOLUME OF SALES!

COMMERCIAL STANDARD

INSURANCE COMPANY

FORT WORTH, TEXAS

*** RAYMOND E. BUCK, CHAIRMAN OF THE BOARD ***

By H. W. Cornelius, Bacon, Whipple & Co.
185 S. LaSalle St., Chicago, Aug. 24, 1954

	Div.	Bid	Asked
Aetna Casualty	3.00*	171	175
Aetna Fire	2.40	73 1/2	75
Aetna Life	2.50*	145	148
Agricultural	1.60	36	37 1/2
American Equitable	1.70	36	37
American Auto	2.00	53 1/2	55
American, N. J.	1.10	32 1/2	33 1/2
American Motorists	.24	10 1/2	11 1/2
American Surety	3.00	68	70
Boston	1.40	43	44 1/2
Continental Casualty	2.60	157	161
Crum & Forster Com.	1.80	60	62
Federal	.60	34 1/2	36
Fire Association	2.20	55	57
Firemen's Fund	1.80	69 1/2	71
Firemen's, N. J.	1.00	38 1/4	37 1/4
General Reinsurance	1.80	44 1/2	46
Glens Falls	2.00	74 1/2	76
Globe & Republic	.90	19 1/4	20 1/4
Great American	1.60	48	50
Harford Fire	3.00	173	176
Hanover Fire	1.80	47	48 1/2
Home (N. Y.)	2.00	45 1/4	46 1/2
Ins. Co. of No. America	2.25*	99	102
Maryland Casualty	1.20	35	36
Mass. Bonding	1.50*	30	31 1/2
National Casualty	1.50*	30	Bid
National Fire	3.00	96	99
National Union	2.00	49	51
New Amsterdam Cas.	1.50	50	52
New Hampshire	2.00	48	50
North River	1.40	35 1/2	36 1/2
Ohio Casualty	1.55*	70	72
Phoenix, Conn.	3.40	122	125
Prov. Wash.	1.50*	30	31
St. Paul F. & M.	1.00	48 1/2	50
Security, Conn.	1.70*	49	51
Springfield F. & M.	2.00	57 1/2	59
Standard Accident	1.80	63 1/2	65
Travelers	19.00	1475	1495
U. S. F. & G.	2.00	78	80
U. S. Fire	1.80	51	53

*Includes Extras.

Personal A&H Up 16%, Bureau Survey Shows

A survey conducted by Bureau of A&H Underwriters covering all companies indicates a 16% increase in personal A&H coverages at the end of 1953, with a total premium payment of about a billion dollars. Figures for group A&H were given earlier.

Surgical coverage made the biggest gain in personal A&H, with 20,877,834 persons covered, an advance of almost two million over the 1952 peak. A record 23,892,844 persons had hospital care, and 5,775,806, general medical coverage, and 8,575,065 were covered by other forms of personal A&H.

Private companies lead the nation in combined personal and group voluntary health protection with 57,402,844 persons covered for hospital expenses; 54,853,834, surgical; 9,390,806, medical, and 1,211,924, major medical.

The survey indicates a 500% growth in A&H in the last 10 years.

July Five Losses Down but 7-Month Total Up

As published in last week's issue, U. S. fire losses in July totaled \$69,532,000, which was a decrease of 7.2% compared with July a year ago, according to National Board. This was the third consecutive month showing a decrease from the preceding year, but losses for the first seven months increased 3.7% over the like 1953 period with the total of \$525,522,000.

Losses for the first six months of 1954 and the two preceding years were:

	1954	1953	1952
	\$	\$	\$
February	78,928,000	72,706,000	69,925,000
March	84,821,000	83,471,000	72,254,000
April	77,933,000	67,362,000	67,380,000
May	62,282,000	64,239,000	62,354,000
June	65,533,000	67,644,000	58,585,000
July	69,532,000	74,938,000	61,675,000
Totals	525,522,000	507,019,000	466,328,000

Employers' Changes in Columbus Office

Kenneth M. Wickett has been named assistant resident manager of Employers group's central department at Columbus, O. He is transferring from the New Haven office where he was assistant branch manager. He has been with the group since 1935.

The group has also named John Longo special agent in the central department, Columbus.

Madison, Wis., Probes School Board Insurance

The city council of Madison, Wis., last week continued its investigation of the school board's insurance program. Two aldermen have charged that premiums paid by the board "seem to be far in excess of what they need be." A motion was scheduled for Aug. 26 in the council to give a vote of confidence to the board and end the investigation.

Minnesota F.P.A. Elects R. J. Dalrymple President

MINNEAPOLIS—Robert J. Dalrymple, London & Lancashire, has been elected president of Minnesota Fire Prevention Assn. The new vice-presidents are Earl A. Munson, Great American, and M. R. O'Connell, Commercial Union. Paul A. Thomas, Security of New Haven, is secretary.

The association conducted inspections this year at Montevideo, Canby, Cloquet, Scanlon and Carlton.

\$400,000 Fire in Illinois

Damage in excess of \$400,000 resulted from a fire that destroyed several buildings in the downtown business section of West Frankfort, Ill.

Included in the businesses destroyed were drug, jewelry, shoe and small department stores, and a barber shop and the city gas office. An insurance agency office suffered heavy damage from smoke and water. All destroyed buildings were adjoining one-story brick structures that faced on Main street.

Claim Pioneer Col. License Void Since 1951, Making Policies Non-Assessable

The proposed \$2.2 million assessment against policyholders of the defunct Pioneer Mutual Compensation of Albuquerque, on which a hearing is scheduled in Denver district court, is being opposed by policyholders' attorneys on the ground that the company's Colorado license has been void since 1951.

Attorneys allege that Pioneer's own report to the Colorado department for 1952 showed a deficit of \$295,531 which a year later had grown to \$1,093,254. Colorado law requires that multiple line companies such as Pioneer have capital of \$400,000 and a surplus of \$350,000.

Though Pioneer met neither requirement, attorneys say the Colorado department continued its license.

The attorneys have asked that all Pioneer policies issued when the company was "insolvent" be considered non-assessable; rule all licenses to do business issued to Pioneer when the company was "insolvent" void; prohibit the levying of any assessment whatsoever against the approximately 50,000 Colorado policyholders.

Attorneys for the policyholders are seeking judgments totaling \$500,000 against Frank Salisbury, Pioneer president, and Joseph Simpson, a founder and former president ousted last February.

It is not expected the district court will make a ruling on the assessment hearing before the middle of September. Melvin C. Snyder, former deputy state commissioner and former consultant to Mr. Salisbury, at the hearing was questioned at length concerning how Pioneer determined its \$2.2 million assessment when its deficit was only \$1 million. He said the assessment formula was worked out by Albert Berger, St. Paul mutual insurance consultant. It was to assess all policyholders with active policies during the 21-month period prior to March, 1954. When asked why the proposed assessment was in excess of debts, Mr. Snyder said that \$1,030,000—"an educated guess"—probably would not be collected.

A hearing was set for Aug. 30 by the court on a petition to make Oct. 30 the deadline for Colorado policyholders to file claims against Pioneer with the receiver.

Allstate Gets OK for Fire in Montana, Nevada, Iowa

The residential fire filings of Allstate have been OK'd in Iowa, Montana and Nevada. As in other states, rates are approximately 20% below bureau rates.

Agent's License Revoked in Welfare Fund Probe

Superintendent Bohlinger of New York has revoked all licenses issued to Aaron Wolkenfeld of Bayside, N. Y., for violating the state insurance law. Action was taken against Mr. Wolkenfeld after it was determined, following a departmental hearing, that he had demonstrated his incompetency and untrustworthiness to act as an agent.

He appeared pursuant to a subpoena in connection with an investigation of union welfare funds, but refused to answer questions under oath.

Owner Indicted in Fire

LEBANON, TENN.—The Wilson

Late News Bulletins . . .

(CONTINUED FROM PAGE 1)

for Louisiana in 1928 and in 1940 became state agent. In 1949 he was MLG of the Louisiana pond of the Blue Goose; president of Louisiana Fieldmen's Assn. in 1950, and of Louisiana Rating & Prevention Bureau 1951-53. For several years he has been chairman of the Louisiana legislative committee of National Board.

North British Northwest Changes

North British group has appointed Special Agent C. Wade Mattox to supervise eastern Washington, northern Idaho, and four counties of northeastern Oregon, with headquarters in the Symons building, Spokane. Special Agent Ben Barret, who formerly supervised this territory, will continue supervision of western Washington with headquarters at Seattle.

Haviland Retires from Lumbermens Eastern Post

James T. Haviland of Philadelphia has been elected senior vice-president of Lumbermens Mutual Casualty and American Motorists. Mr. Haviland, who is retiring under the companies' plan, joined the Kemper organization in 1917. He will continue in an advisory capacity at Philadelphia, where he opened the companies' eastern department in 1919. He is succeeded as manager of this department by William H. Heineke, vice-president and manager at New York City.

National Safe Driving Day

WASHINGTON—Insurance interests are preparing to participate in a new traffic safety program to be sponsored by the administration featuring "National Safe Driving Day," tentatively scheduled for December 15.

Among those attending a recent preliminary committee meeting here to plan the program were Robert Taylor of Institute of Life Insurance, Thomas Boate, Assn. of Casualty & Surety Cos., L. A. Fitzgerald, American Mutual Alliance, A. E. Spottke, Allstate, and Maurice Herndon, Washington representative of National Assn. of Insurance Agents.

Also represented were many other segments of American business, manufacturers industry, the press, advertising and communications media, law enforcement agencies, state and city governments, federal government departments, highway construction and engineering, etc. Commerce Department and its public roads administration are active in arrangements.

Arranging details of the promotion of safe driving is the President's Action Committee for Traffic Safety, of which Harlow Curtice, General Motors president, is head. Details of insurance industry participation will be handled by a joint committee, of which Mr. Spottke is reportedly chairman. Mr. Boate is a member of this joint committee. The latter group will plan how the insurance business will assist in promoting the program. Mr. Spottke is a member of the executive committee of the President's action committee.

TV Panel on A&H

On August 2 at 10:30 p.m. the TV program "Between the Lines" will present over the Dumont network station WABD, channel 5, a panel discussion of a health article to appear in the September issue of *Blue Book* magazine entitled "How Good Is Your Health Insurance?"

Producers of the show have given assurance the discussion will be an objective presentation of present-day health coverages and is intended to enable the TV audience to better evaluate its health insurance. Consequently the Bureau of A&H Underwriters has consented to participate.

The program as planned will comprise producer Lester Wolf as moderator with a four man panel of two authors of recent health articles and two representatives of the A&H business. J. F. Follmann, Jr., general manager of the bureau, and Laurence Galton, author of the *Blue Book* article, will be among those who will participate.

Since the TV show will carry the discussion into millions of American homes, the bureau feels that criticism can no longer be allowed to go on its own way and that in accepting the assignment under the agreed conditions it is serving the best interests of the A&H business. It is further confident that a sound telling of the A&H insurance story can in itself rebut unsound criticism without involvement in contentious argument.

Merger Proposal Goes to Cal. Commissioner

Commissioner Maloney following conclusion of a hearing in San Francisco on the application of Pacific Employers Ins. Co. for a permit to issue stock in exchange for shares of California Union Ins. Co. and to merge the latter into the former, took the case under submission.

• The Mutual Insurance Rating Bureau's filing of the casualty provisions of comprehensive dwelling policy program developed by the Interbureau insurance advisory group has been okayed in Tennessee effective Aug. 25, and in Maine, effective Sept. 1.

County grand jury has returned an indictment against Arthur Moers, owner of Moers Hosiery Mill at Watertown, Tenn. and Forrest S. Stubblefield, charged with being employed by Moers to set fire to the mill. It was destroyed last March 14. Fire insurers have paid claims totalling \$93,000. Harry Avery, special agent in Tennessee of

National Board, stated that when arrested last June Stubblefield had in his possession a check for \$18,000 signed by Moers for which he could not account. Both men are out on bond. Trial has been set by Judge Mitchell for Jan. 3. Moers, 71, is said to have been attempting to sell the property for some time.

AMERICAN GLASS SCORES AGAIN!

LET US
HELP YOU
WHEN YOU
NEED IT!

Bergman & Lefkow Insurance Agency

175 W. JACKSON BLVD. - ROOM 1507
CHICAGO 4, ILLINOIS

SAMUEL N. BERGMAN
BERNARD H. LEFKOW
JOHN J. MURPHY
ARTHUR F. McCARTHY
HERZL B. MENDELSON
WALTER F. GUBBINS

HARRISON 7-7232

August 3, 1954

American Glass Company
1030 N. Branch Street
Chicago, Illinois

Gentlemen:

I wish to commend your firm on the excellent service we received in the replacement of plate glass for one of our most important accounts.

Our client, a loop bank, had a window display of coins. Burglars smashed a large front to reach these coins. It was imperative to replace the glass at once.

I am told we telephoned our problem to your company around 10 A.M. and the glass was replaced before the closing hour of the bank.

Again I want to say thanks for your fine help and service at a time when we needed it most.

Yours very truly,

Samuel N. Bergman
Samuel N. Bergman,
President

SNB:cly

CALL MOhawk 4-1100

Members of the
Chicago Association
of commerce

I. M. Beris, President

Members of the
Chicago Better
Business Bureau

American Glass Company
1030-42 NORTH BRANCH STREET - CHICAGO

"Recognition Merited by Our Service"

Prescription For Profits!!

Put MGA Service To Work For You

You'll find many wonderful, satisfying advantages in representing MUTUAL GENERAL AGENCY companies . . . years of experience in all lines—fire, casualty and marine . . . continuing help and advice in placing those big risks . . . your MUTUAL GENERAL AGENCY is the home office in your community, no waiting for decisions on rush problems . . . he is near to you and familiar with your territory . . . he helps you increase your business and YOUR PROFITS . . . and your MUTUAL GENERAL AGENT believes in and upholds the American Agency System. He's a good man to do business with!

AGENTS—Contact Any of These MUTUAL GENERAL AGENCIES for Complete Service!

EASTERN STATES

HENRY D. BEAN
247 Kings Highway
Haddonfield, N. J.

HENRY G. CARPENTER, INC.
Mount Joy, Pa.

HERSHEY & GIBBEL
Lititz, Pa.

LAIRD-HAGEE COMPANY
P. O. Box 142
Harrisburg, Pa.

HENRY S. RICH GENERAL AGENCY
Marietta, Pa.

REMLER-SHUMAN AGENCY
Meadville, Pa.

SWIGART ASSOCIATES, INC.
Huntingdon, Pa.

WESTON & WATSON, INC.
36 Exchange Place
Providence, R. I.

SOUTHEASTERN STATES

JOSEPH Y. GAYLE, INC.
5 South Sixth Street
Richmond, Va.

G. B. HARRILL
West Main Street
Forest City, N. C.

HARRISON ASSOCIATES, INC.
Law Building
Richmond, Va.

KELLEHER & ASSOCIATES, INC.
207 Hawthorne Lane
Charlotte, N. C.

KIBLER GENERAL AGENCY, INC.
Richmond, Va.

FRANK R. MACNEILL & SON
1032 S. W. First Street
Miami, Florida

MARSHALL GENERAL AGENCY
P. O. Box 447
Charlotte 1, N. C.

PERRY MOSES & SON
Sumter, S. C.

U. S. UNDERWRITERS, INC.
931 S. W. First Street
Miami, Florida

W. J. PERRYMAN & CO., INC.
410 North 21st Street
Birmingham, Ala.

JOHN RATTERREE & COMPANY
Greer, S. C.

SOUTHERN UNDERWRITERS AGENCY
275 Buckhead Ave.
Atlanta, Ga.

ZACHARY GENERAL AGENCY
Allen Building
Greenville, S. C.

SOUTHWESTERN STATES

CORBYN & CO.
2920 Classen Boulevard
Oklahoma City, Okla.

DIAL-DAVIS & CO.
826 Wilson Building
Dallas, Texas

BILL HARRIS & CO.
901½ University Drive
Fort Worth, Texas

LEWIS & NORWOOD
406 Exchange Bank
Little Rock, Arkansas

RITTER & ASSOCIATES
37 E. Mountain Street
Fayetteville, Ark.

THOMAS M. RYAN & CO.
301 East 5th Street
Fort Worth 2, Texas

JOE C. WEST & CO.
6603 Snyder Plaza
Dallas 5, Texas

WHATLEY & WATKINS
3503 Montrose Blvd.
Houston, Texas

CENTRAL, NORTHWESTERN & WESTERN STATES

ASSOCIATED AGENCIES, INC.
114 West 10th Street
Kansas City, Mo.

ARMSTRONG AGENCY
Kalispell, Montana

BARKLEY AGENCY, INC.
305 Security Bank Building
Sioux Falls, S. Dakota

J. B. BRIDSTON COMPANY
20 North 4th Street
Grand Forks, N. Dakota

FRITZ A. FORSETH COMPANY
Forseth Building
Aberdeen, S. Dakota

JOHNSTON INSURANCE AGENCY
P. O. Box 1535
Billings, Montana

MAYNARD V. MILLS CO.
1213 "N" Street
Lincoln, Nebraska

REITAN-LERDAHL & CO.
105 Manona Avenue
Madison 3, Wis.

D. C. ROYER AGENCY
808 Ninth Street
Greeley, Colo.

THOMPSON, KINCAID, HILL & POWERS
1706 Olive Street
St. Louis, Mo.

H. A. TRUDELL
Box 54
De Pere, Wisconsin

Mutual
GENERAL AGENTS
Association